

Monthly KPI Report

Ebru Coffee Co. · ebrucoffeeco.com · NL · 1 to 30 April 2026

ORGANIC SESSIONS

2,124

-8.1% MoM

GSC IMPRESSIONS

312,512

-6.6% MoM

DOMAIN RATING

25

+1 MoM

AVG POSITION

7.1

-0.1 MoM (lower is better)

April's 2,124 organic sessions marked an 8 percent pullback from March, and GSC impressions fell 7 percent to 312,512. Average position improved slightly to 7.10, a quiet positive against the traffic dip. Three tracked keywords entered the top 100 for the first time, though 4 of the 7 still sit off-page entirely. Domain rating added 1 point to reach 25. The 3 newly indexed terms need to climb toward the top 20 in May before April's foundational work begins to register in session counts.

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

2,124

-8.1% MoM

GSC IMPRESSIONS

312,512

-6.6% MoM

GSC CLICKS

728

-16.6% MoM

TRACKED KEYWORD
MOVEMENT

3 gained / 0 lost

3 in top 100

REFERRING DOMAINS

144

+28 MoM

SESSIONS YEAR ON
YEAR

+54.8%

3,651 sessions this
month

TAKEAWAY

Three of April's six growth signals moved in the wrong direction month over month. Organic sessions fell 8.1%, GSC clicks dropped 16.6%, and impressions slipped 6.6% against March. Two readings pushed the other way: referring domains added 28 to reach 144, and year-on-year sessions landed 54.8% ahead of last April. Three tracked keywords entered the top 100 with zero net losses. Net: the MoM softness sits inside a much stronger 12-month growth curve. The 28-domain backlink gain is the variable to watch in May for any ranking follow-through.

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

2,124

-8.1% MoM

TOTAL SESSIONS

3,651

-15.0% MoM

ENGAGED SESSIONS

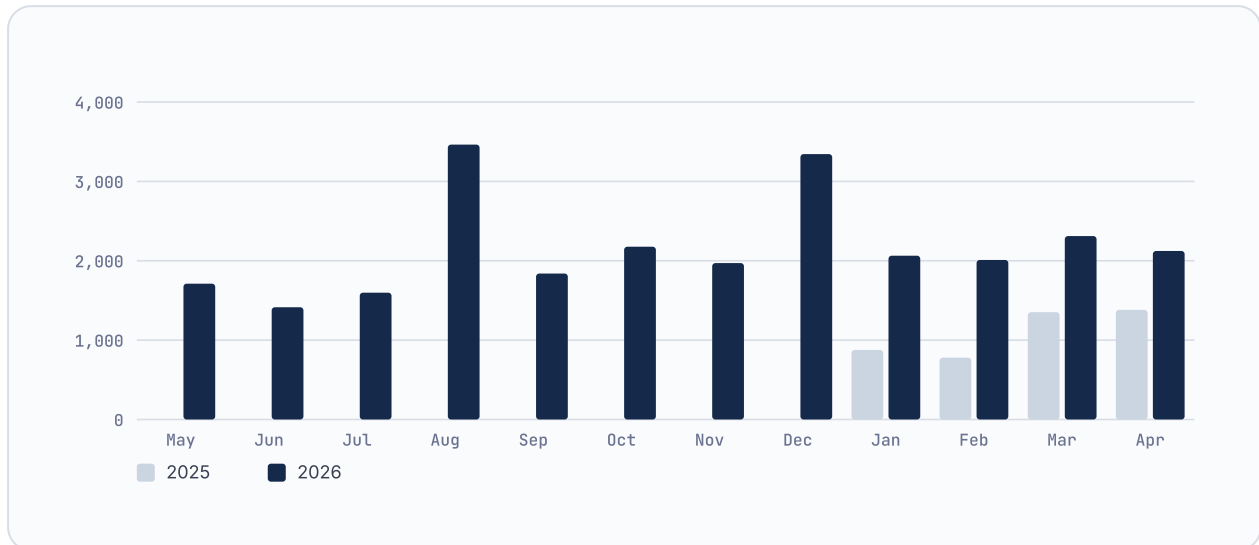
2,007

-8.9% MoM

ENGAGEMENT RATE

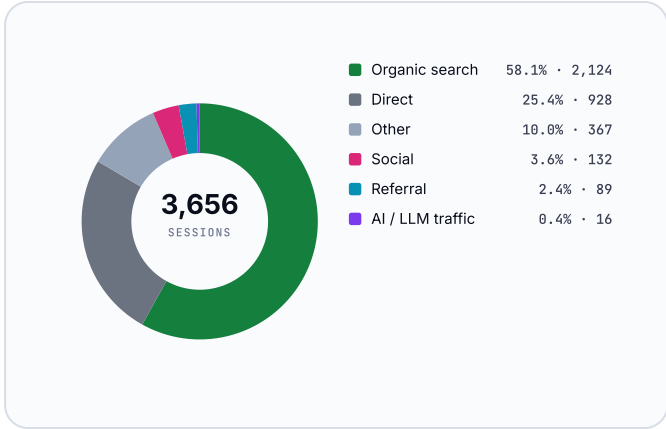
55.5%

ORGANIC SESSIONS YEAR OVER YEAR



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

CHANNEL BREAKDOWN



ORGANIC SEARCH

2,124

-8.1%

AI / LLM TRAFFIC

16

+14.3%

DIRECT

928

-29.2%

REFERRAL

89

-2.2%

SOCIAL

132

-9.0%

OTHER

367

-13.4%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	14	12	+2
Claude	1	2	-1
Perplexity	1	0	+1

COMMENTARY

Organic search delivered 2,124 sessions in April, down 8 percent from March but 54 percent ahead of April 2025. Engagement ticked up to 55.5 percent from 51.4

percent in March, a sign the smaller audience was better qualified. Organic revenue reached \$909, up from \$130 in March, and conversions climbed to 13 from 5. Direct traffic fell 29 percent to 928 sessions, absorbing most of the 15 percent overall site decline. ChatGPT sent 14 sessions, up 17 percent, keeping LLM traffic at 0.4 percent of the mix. If conversion quality holds into May, the revenue line has room to approach the \$1,800 range seen in September 2025.

Revenue & conversions

GA4 · ORGANIC

WHAT WE MEASURE

Organic-attributed purchases and revenue (GA4 on medium = organic), with conversion rate and average order value. Movement vs the prior month.

ORGANIC REVENUE

909.4

+599.5% MoM

PURCHASES

13

+160.0% MoM

CONVERSION RATE

0.6%

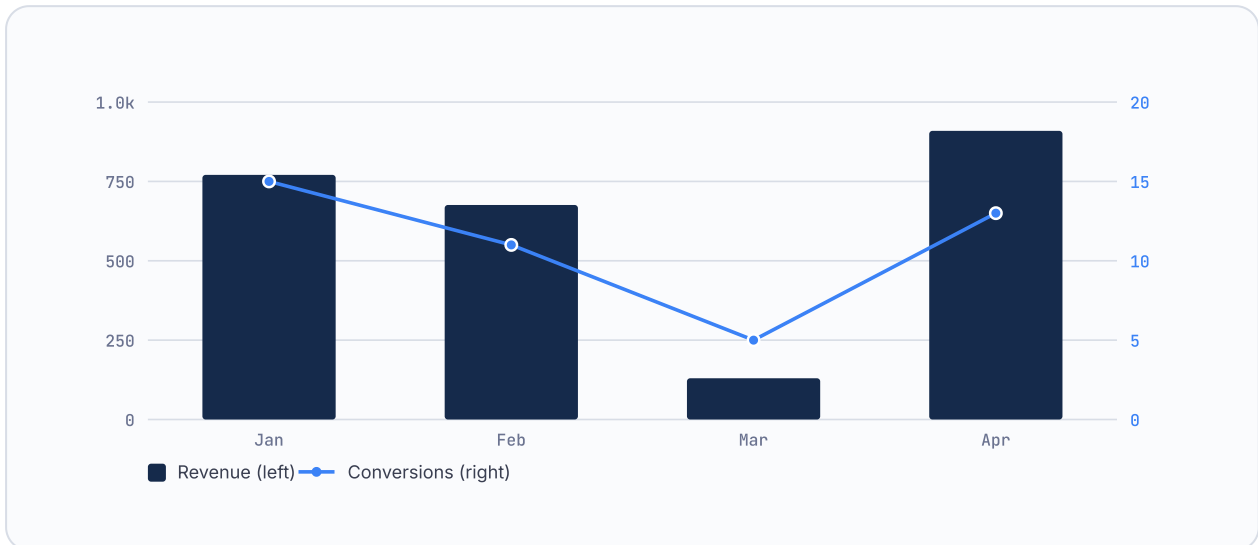
+183.0% MoM

AVG ORDER VALUE

70.0

+169.1% MoM

ORGANIC REVENUE & PURCHASES BY MONTH



TOP ORGANIC PAGES BY REVENUE

LANDING PAGE	REVENUE	PURCHASES
/	622	8
/products/espresso-essentials	105	1
/products/black-honey	80	1

LANDING PAGE	REVENUE	PURCHASES
/collections/coffee-events-classes/products/espresso-essentials	70	1
/collections/roasts-subscriptions	16.2	1

► Methodology & assumptions

COMMENTARY

Organic search generated \$909 in revenue in April, recovering from March's \$130 low and exceeding January's \$771. Conversions rebounded to 13 from 5 in March, pulling the conversion rate to 0.61 percent from 0.22 percent. Average order value nearly tripled to \$70 from \$26, so larger basket sizes amplified the volume gain. The homepage drove 8 of the 13 purchases and contributed \$622 of the \$909 in total revenue. The coffee guide drew 183 sessions but produced zero purchases. Watch whether adding product links inside the guide can push conversions past January's high of 15 in May.

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

728

-16.6% MoM

IMPRESSIONS

312,512

-6.6% MoM

CTR

0.23%

AVG POSITION

7.1

CLICKS AND IMPRESSIONS OVER TIME

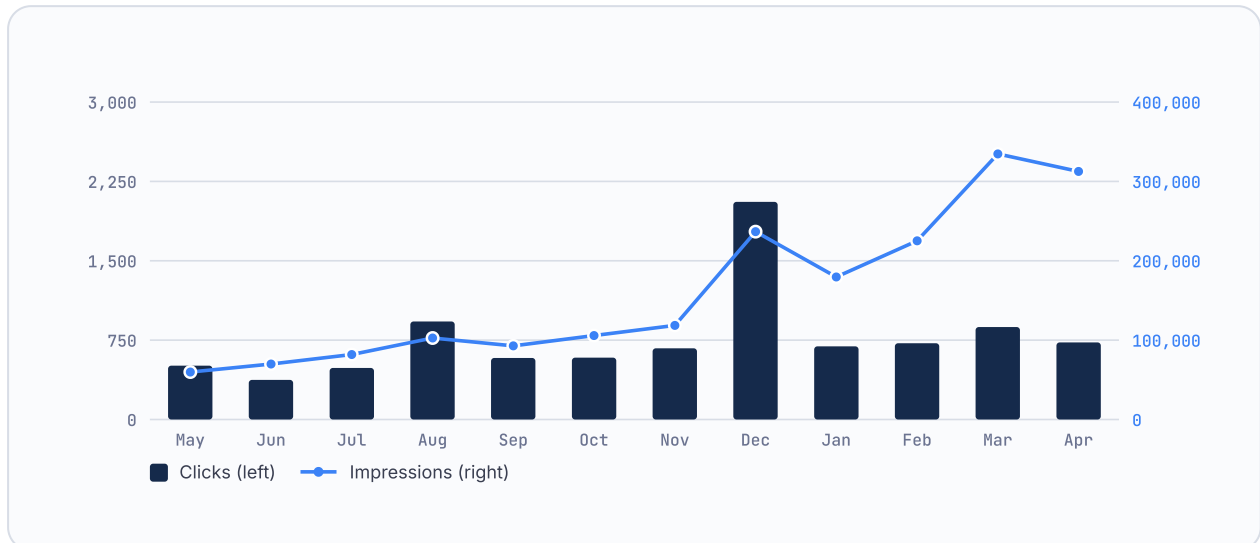


Chart accumulates additional months as new reports are generated.

BRANDED VS NON-BRANDED

	CLICKS	IMPRESSIONS	CTR	AVG POSITION	QUERIES
Branded	164	4,349	3.77%	4.5	22
Non-branded	183	186,989	0.10%	14.6	7476

Branded share of clicks: 47.3%

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
ebru coffee	126	1809	6.97%	2.8
ebru coffee roastery	14	306	4.58%	1.3
arara coffee variety	9	53	16.98%	3.1
ebru	8	1311	0.61%	7.5
ebrew coffee	7	103	6.80%	1.4
ebru coffee co	7	21	33.33%	1.1
why is coffee so expensive	7	2696	0.26%	4.8
barista classes philadelphia	5	19	26.32%	2.5
4th wave coffee	4	216	1.85%	4.8
coffee classes near me	4	143	2.80%	9.5

COMMENTARY

Clicks fell 17% month over month to 728, but they are up 32% from 551 in April 2025. Branded terms drive 47% of all clicks from just 22 queries. Non-branded queries, 7,476 of them, average position 14.6 and a 0.10% CTR. The coffee-versus-espresso guide drew 161,400 impressions at position 4.4 but converted at just 0.08%, yielding 129 clicks. A 0.5 percentage-point CTR improvement on that page alone would add roughly 800 clicks in May.

03 Tracked keywords

DATAFORSEO SERP · 2528/NL

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

3/7

GAINED

3

LOST

0

STILL OFF PAGE

4

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
eureka mignon specialita	1300	-	>100	>100	still off	-
silvano evo	-	-	>100	23	+78 (new)	/products/quick-mill-silvano-evo-home-espresso-machine?srsltid=AfmB0or3iuYZ8SG7LBBoidjXPwWc07YN5VpsKhykXoUIYBunt0L7jQ7
brazil coffee beans	30	-	>100	>100	still off	-
quick mill vetrano 2b evo	10	-	>100	19	+82 (new)	/products/quick-mill-vetrano-2b-evo-espresso-machine?srsltid=AfmB0oowitf1Jsac7-1iqV4SkWqw0fP3yGLPp-HjeY6KngLk3ADTf0w9
eureka coffee grinder	50	-	>100	>100	still off	-
black honey coffee	10	-	>100	35	+66 (new)	/products/black-honey?srsltid=AfmB0oomHsb1twA-jRGU4l5wXex9E5DZNK10bVALYoC5YGk8jmkS5zGo

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
nicaraguan coffee beans	10	46	>100	>100	still off	-

Biggest mover: **quick mill vetrano 2b evo** (>100 → 19, +82)

COMMENTARY

April is the baseline month for this set, so all 3 ranked positions are new entries rather than movements from a prior period. Quick mill vetrano 2b evo leads at position 19, landing on its dedicated product page as expected. Silvano evo sits at 23 and black honey coffee enters at 35. The other 4 keywords are off-page across scans reaching as deep as 97 positions. Eureka mignon specialita, with 1,300 monthly searches, is the most commercially significant term still missing and the clearest priority for May.

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
/	1214	903	85.7%	0
/blogs/culture/coffee-vs-espresso-vs-latte-vs-cappuccino-the-ultimate-guide	183	84	45.9%	0
(not set)	115	4	0.9%	0
/collections/coffee-events-classes	62	53	94.7%	0
/blogs/culture/7-ways-ai-reshaping-coffee-industry	36	23	63.9%	0
/blogs/culture/why-is-coffee-so-expensive-now	31	10	32.3%	0
/blogs/culture/fourth-wave-coffee-movement	28	17	73.0%	0
/blogs/culture/what-are-arabica-and-robusta-blends-why-are-they-becoming-popular	27	14	51.8%	0
/collections/coffee-events-classes/products/espresso-essentials	27	12	44.4%	0
/blogs/culture/from-farm-to-cup-understanding-coffee-production-in-mexico	27	19	88.9%	0

COMMENTARY

The homepage led with 1,214 sessions at an 85.7 percent engagement rate. The coffee events collection earned a 94.7 percent rate from 62 sessions, a sign that booking intent exists in the traffic mix. The coffee-versus-espresso guide attracted 183 sessions at only 45.9 percent engagement, pointing to casual informational readers who did not connect further with the brand. The 115

sessions logged as "(not set)" registered 0.9 percent engagement and likely reflect a tracking gap, not real organic visits. Zero key events were recorded across all 82 organic pages. Setting up generate_lead, contact_form_submission, and phone_click as key events would turn that events-page traffic into a traceable conversion signal in May.

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

25.0

+1 MoM

LIVE BACKLINKS

289

REFERRING DOMAINS

144

+28 MoM

ORGANIC KEYWORDS

347

COMMENTARY

DR has climbed from 2.3 in January 2025 to 25 today, a 15-month run of steady accumulation rather than a single spike. Referring domains hit a new high of 144 in April after a three-month slide from 134 in January down to 114 in March. The 28-domain month-over-month gain both arrested the slide and set a new peak. With 289 live backlinks spread across 144 referring domains, the profile shows no obvious single-source concentration. DR ticking up 1 point alongside the refdomain recovery suggests the new links carry enough quality to move the authority needle, not just inflate the count. If April's refdomain pace holds through May, watch for DR to cross 30 within two to three months.

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.

ebrucoffeeco.com

← CLIENT

Traffic	2,628
Keywords	347
Backlinks	289
Refdomains	144

stumptowncoffee.com

Traffic	139,865
Keywords	2,755
Backlinks	137,945
Refdomains	5,012

mrespresso.com

Traffic	1,880
Keywords	304
Backlinks	5,631
Refdomains	285

stokbrew.com

Traffic	29,142
Keywords	668
Backlinks	3,286
Refdomains	556

COMMENTARY

Ebru is the only competitor to grow on both traffic (+38%) and referring domains (+28) in April. Two of the three competitors lost organic traffic this month, with Mr Espresso down 14% and Stumptown down 12%. Mr Espresso also shed 17 referring domains, putting it below Ebru on traffic (1,880 vs 2,628) and keywords (304 vs 347). The realistic near-term target is Stok Brew, sitting at DR 41 with 556 referring domains against Ebru's 144. Stumptown's DR of 75 and 5,012 referring domains are a structural gap that near-term link work cannot close. At April's pace of 28 new referring domains monthly, half the gap to Stok Brew closes inside 8 months.

Closing takeaway

APRIL 2026

April's month-on-month traffic fell across every metric: organic sessions dropped 8.1% to 2,124 and clicks fell 16.6% to 728. Against April 2025, sessions are up 53.8% and GSC impressions are up 527%, making the year-on-year view the more useful frame. Referring domains grew by 28 to 144 and domain rating gained 1 point to 25, structural gains that hold regardless of any single month's softness. Three tracked keywords entered the top 100, but none have reached the top 10 yet. May's test is whether 28 new referring domains in a single month is enough to push those 3 keyword entries onto page one.