

Monthly KPI Report

Ebru Coffee Co. · ebrucoffeeco.com · US · 1 to 31 May 2026

ORGANIC SESSIONS

2,183

+2.8% MoM

GSC IMPRESSIONS

298,334

-4.5% MoM

DOMAIN RATING

24

+1 MoM

AVG POSITION

8.6

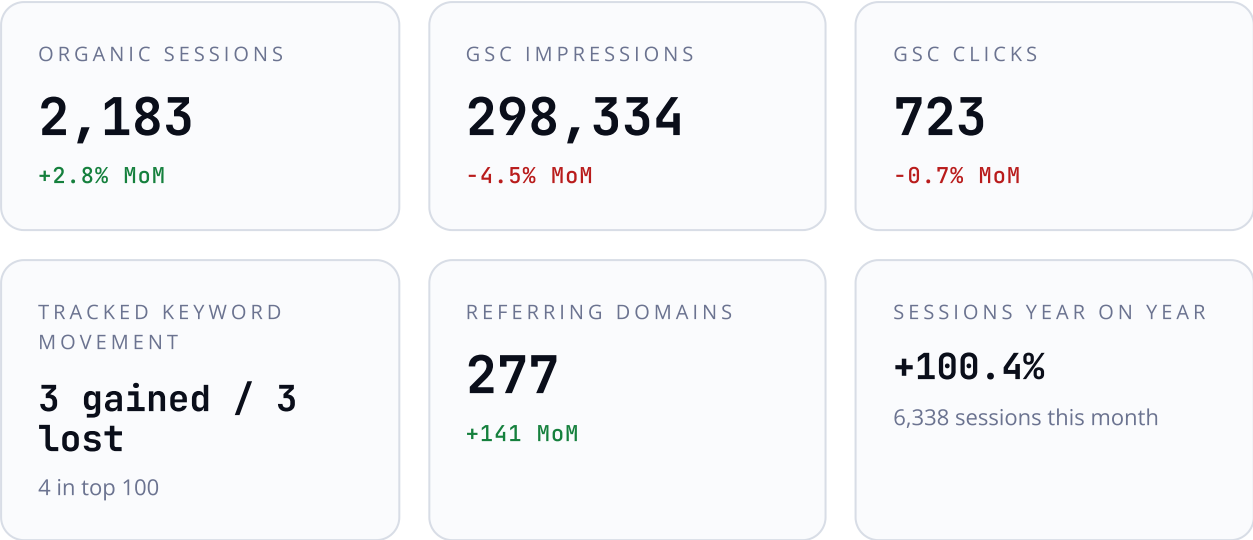
-1.5 MoM (lower is better)

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.



TAKEAWAY

The strongest signal this month sits off-site: referring domains jumped by 141 to 277, more than doubling in one month. Organic sessions grew 2.8% to 2,183 and are up 27.6% year on year. Demand-side metrics cooled, with impressions down 4.5% to 298,334 and clicks near flat at 723. Tracked keywords churned evenly, with 3 gained and 3 lost. Sitewide sessions doubled year on year, up 100.4% to 6,338. New link equity typically reaches rankings within 1 to 3 months, so June is the window to watch for position recovery.

01 Global organic

· 1 TO 31 MAY 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

2,183

+2.8% MoM

TOTAL SESSIONS

6,338

+73.6% MoM

ENGAGED SESSIONS

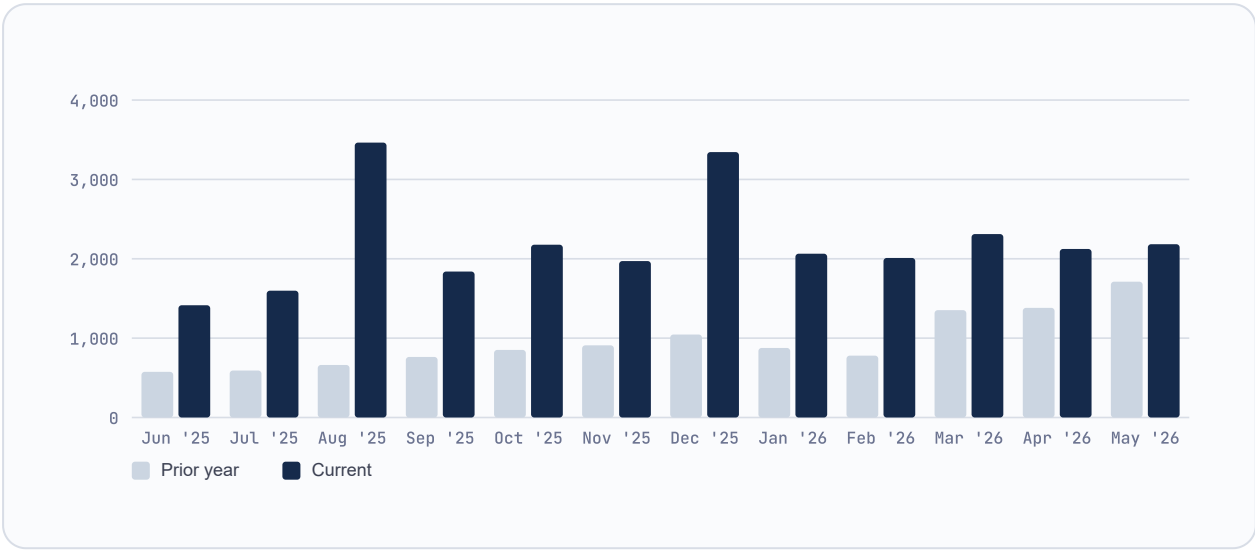
2,144

+6.8% MoM

ENGAGEMENT RATE

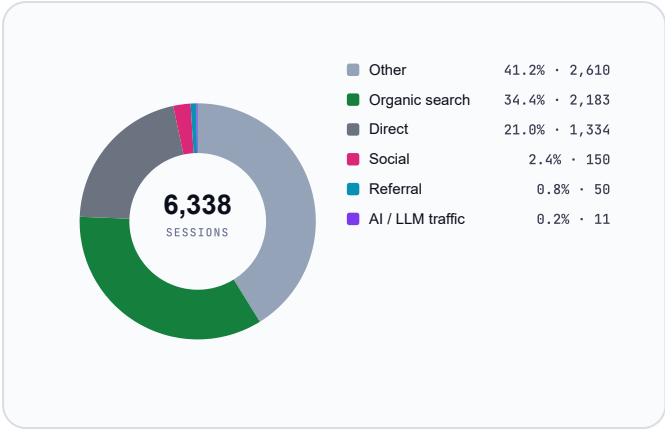
46.6%

ORGANIC SESSIONS YEAR OVER YEAR



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

CHANNEL BREAKDOWN



ORGANIC SEARCH

2,183

+2.8%

AI / LLM TRAFFIC

11

-31.2%

DIRECT

1,334

+43.8%

REFERRAL

50

-43.8%

SOCIAL

150

+13.6%

OTHER

2,610

+611.2%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	7	14	-7
Claude	3	1	+2
Perplexity	1	1	+0

COMMENTARY

Total sessions jumped 73.6% to 6,338 and now sit 100.4% above last May. Growth arrived faster than engagement: engaged sessions rose 6.8% to 2,144, pulling

engagement rate down from 55.5% to 46.6%. Organic search grew a steadier 2.8% to 2,183 sessions, up 27.6% year on year. Organic revenue fell 22.3% to 707 even though organic purchases rose from 13 to 15. Organic leads climbed from 30 to 38. Buyers are converting more often at 15 orders but spending less per order. June should target basket value, not just order count, to get back above April's 909 revenue mark.

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

707

-22.3% MoM

PURCHASES

15

+15.4% MoM

CONVERSION RATE

0.7%

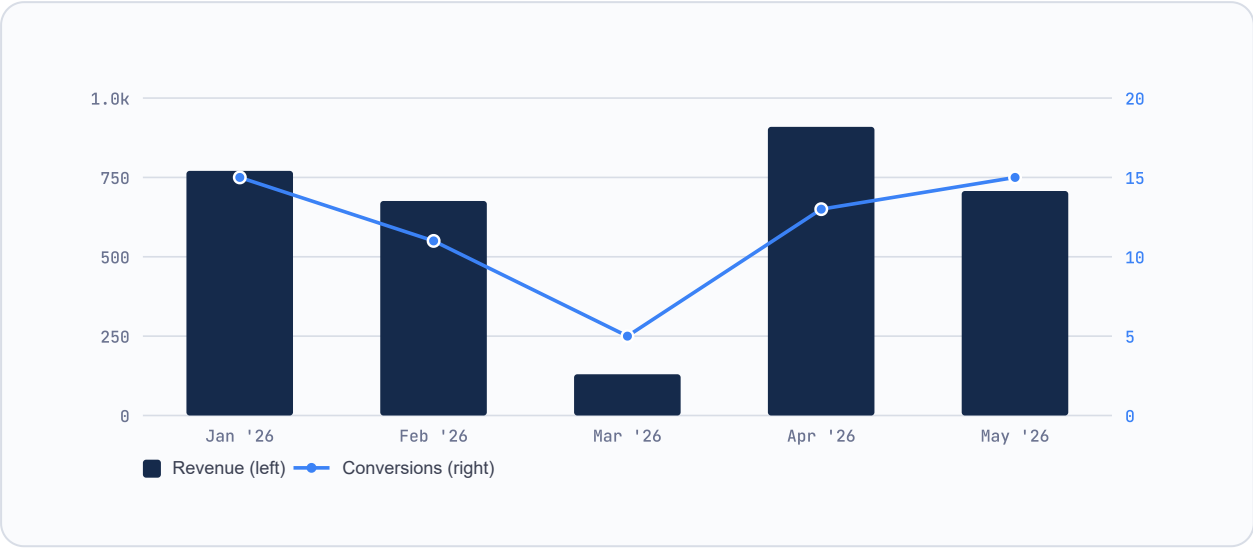
+12.3% MoM

AVG ORDER VALUE

47.1

-32.6% MoM

ORGANIC REVENUE & PURCHASES BY MONTH



TOP ORGANIC PAGES BY REVENUE

LANDING PAGE	REVENUE	PURCHASES
/	507	9
/collections/coffee-events-classes	70	2
/collections/all	42	1
/collections/coffee-events-classes/products/espresso-essentials	35	1

LANDING PAGE	REVENUE	PURCHASES
/collections/roasts-subscriptions/products/ethiopia-inya	35	1

► Methodology & assumptions

COMMENTARY

Purchases rose 15.4% to 15 orders, matching January's count of 15. Conversion rate improved to 0.69% of organic sessions, up from 0.61% in April. Revenue moved the other way, falling 22.3% to 707 from April's 909. Average order value dropped from roughly 70 to 47, and that gap explains the entire revenue decline. The month still sits well clear of March's floor of 130 on 5 orders. For June, holding order volume at 15 while rebuilding basket size toward 70 is the clearest path back over 900.

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

723

-0.7% MoM

IMPRESSIONS

298,334

-4.5% MoM

CTR

0.24%

AVG POSITION

8.6

CLICKS AND IMPRESSIONS OVER TIME

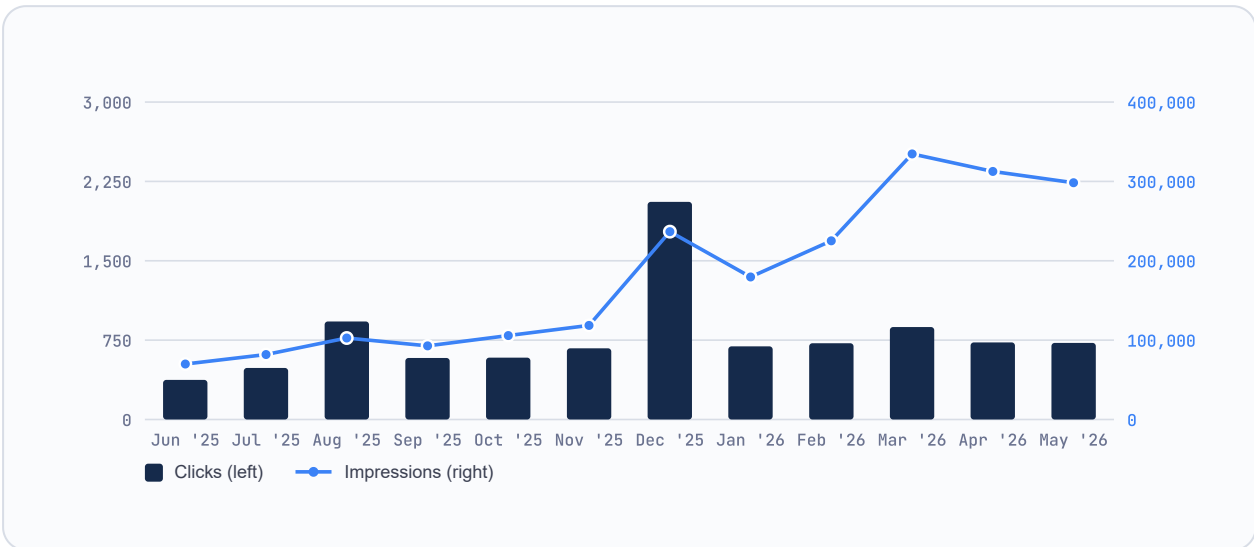


Chart accumulates additional months as new reports are generated.

BRANDED VS NON-BRANDED

	CLICKS	IMPRESSIONS	CTR	AVG POSITION	QUERIES
Branded	157	4,612	3.40%	5.4	33
Non-branded	198	166,404	0.12%	18.4	6350

Branded share of clicks: 44.2%

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
ebru coffee	109	1929	5.65%	4.0
what are the best coffee brewing methods and their differences?	26	2297	1.13%	2.7
ebru coffee roastery	25	379	6.60%	2.5
ebru	11	1345	0.82%	6.5
why is coffee so expensive	11	2012	0.55%	7.5
espresso vs coffee	5	6735	0.07%	3.3
fourth wave coffee	5	333	1.50%	6.4
4th wave coffee	4	241	1.66%	6.0
e brew coffee	4	34	11.76%	2.9
ebrew coffee	4	59	6.78%	1.5

COMMENTARY

Clicks held near flat at 723, down 0.7% on April but up 42.3% year on year. Impressions eased 4.5% to 298,334, still roughly 5x last May's base. Average position slipped from 7.1 to 8.6, the month's clearest warning sign. The branded split shows where the headroom is: branded queries earn clicks on 3.4% of their 4,612 impressions, while 166,404 non-branded impressions click through at just 0.12%. Non-branded terms average position 18.4, too deep for meaningful traffic. Branded clicks still make up 44.2% of the total. Moving even 2 or 3 non-branded terms onto page 1 in June would outweigh any branded gain.

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

4/7

GAINED

3

LOST

3

STILL OFF PAGE

1

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
eureka mignon specialita	2900	-	20	>100	-81 (off)	-
silvano evo	90	-	10	5	+5	/products/quick-mill-silvano-evo-home-espresso-machine?srsltid=AfmBOopMWlto9xIts7iQeUH_YkmYXdVtzTKy7wCiYmJ6xXMWHk-zki7Z
brazil coffee beans	1600	-	>100	>100	still off	-
quick mill vetrano 2b evo	140	-	7	4	+3	/products/quick-mill-vetrano-2b-evo-espresso-machine?srsltid=AfmBOopa_34MSTfe4sgv76ucd3iymeo nCLLzkPxaZo-MVVaw-GB-nJYq
eureka coffee grinder	1000	-	6	7	-1	/products/eureka-mignon-specialita-55-espresso-drip-grinder?srsltid=AfmBOookAkLpH9g75fgqPRnPgzCtLqc2mtswvRI2nSyIsnCh3-tYGnp u
black honey coffee	720	-	15	>100	-86 (off)	-

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
nicaraguan coffee beans	260	–	>100	29	+72 (new)	/products/nicaragua-del-este?srlt id=AfmBOopA0ISGlaxF5gF84c2u9 IKCA2kF0fn-v_AK_IRyjiKwtAtWE-d

Biggest mover: **nicaraguan coffee beans** (>100 → 29, +72)

Biggest drop: **black honey coffee** (15 → >100, -86)

COMMENTARY

The tracked set of 7 keywords churned hard, with 3 gained and 3 lost. The clearest win is nicaraguan coffee beans, which entered the top 100 at position 29 against 260 monthly searches. The clearest loss is black honey coffee, which fell out of the top 100 from position 15. That term carries 720 monthly searches, the largest volume in the tracked set. Across the set, 4 of 7 keywords now rank in the top 100 and 3 hold top 10 positions. Recovering black honey coffee and its 720 searches is the highest-value move on the board for June.

04 Top organic landing pages

· 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).

LANDING PATH	SESSIONS	ENGAGED	ENGAGE RATE	KEY EVENTS
/	1276	931	79.2%	0
/blogs/culture/coffee-vs-espresso-vs-latte-vs-capuccino-the-ultimate-guide	204	109	76.6%	0
(not set)	101	1	0.5%	0
/collections/coffee-events-classes	51	38	74.5%	0
/blogs/culture/7-ways-ai-reshaping-coffee-industry	31	24	77.4%	0
/blogs/culture/the-flavor-profiles-of-coffee-growing-regions	31	15	48.4%	0
/blogs/culture/what-are-arabica-and-robusta-blends-why-are-they-becoming-popular	30	19	63.3%	0
/blogs/culture/why-is-coffee-so-expensive-now	29	17	58.6%	0
/blogs/culture/best-brewing-methods-specialty-coffee	28	13	50.0%	0
/collections/all	27	9	33.3%	0

COMMENTARY

The homepage carried the month with 1,276 sessions at a 79.2% engagement rate. The coffee versus espresso guide stayed the top content entry at 204 sessions and 76.6% engagement. An unattributed (not set) bucket took 101 sessions at just 0.5% engagement, which suggests a tagging issue. The events and classes collection drew 51 sessions at 74.5% engagement. Landing pages show 0 key events for May, which reads as a GA4 tagging gap rather than zero outcomes, since the store

recorded 15 purchases. Wiring key events to these top 5 entries in June would make this table commercially readable.

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

24.0

+1 MoM

LIVE BACKLINKS

470

REFERRING DOMAINS

277

+141 MoM

ORGANIC KEYWORDS

434

COMMENTARY

Referring domains more than doubled in May, growing by 141 to 277. Live backlinks now stand at 470. Domain rating followed, rising 1 point to 24. Ahrefs models organic traffic at 4,004 visits across 434 ranking keywords, up 50.9% month on month. A gain of 141 domains in 1 month is unusually sharp, so the new links deserve a quality review before we lean on them. If they hold up, that equity typically reaches rankings within 1 to 3 months, which puts June and July on watch for position gains.

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



ebrucoffee.com

← CLIENT

Traffic	4,004
Keywords	434
Backlinks	470
Refdomains	277

stumptowncoffee.com

Traffic	156,528
Keywords	2,655
Backlinks	146,736
Refdomains	5,349

mrespresso.com

Traffic	1,633
Keywords	328
Backlinks	5,193
Refdomains	439

stokbrew.com

Traffic	27,747
Keywords	700
Backlinks	2,976
Refdomains	625

COMMENTARY

Ebru Coffee grew fastest in the tracked set, with Ahrefs-modeled traffic up 50.9% to 4,004 visits. Stumptown remains the giant at domain rating 75 and 156,528 monthly visits, up 15.9%. The nearer rivals both slipped: Mr Espresso fell 7.1% to 1,633 and Stok Brew eased 3.6% to 27,747. Ebru now draws more traffic than Mr Espresso at 4,004 versus 1,633 despite a lower domain rating of 24 against 38. Ebru holds 16.3% of the tracked keyword overlap. Closing toward Stok Brew's

27,747 visits is the realistic medium-term target, and May's 141 new referring domains are the right fuel for June.

Closing takeaway

MAY 2026

May built real momentum under a quiet surface, with sessions up 100.4% year on year and organic adding 2.8% to 2,183. The profile gained 141 referring domains, the kind of authority jump that usually reaches rankings within 1 to 3 months. Against that, average position slipped from 7.1 to 8.6 and black honey coffee dropped out of the top 100 from position 15. Revenue eased 22.3% to 707 on smaller baskets even with purchases up at 15. June has 3 clear jobs: recover black honey coffee, push 2 or 3 non-branded terms toward page 1, and close the 0 key-event tagging gap so page-level conversions become visible.