

Monthly KPI Report

Ebru Coffee Co. · ebrucoffeeco.com · US · 1 to 30 June 2026

ORGANIC SESSIONS

2,418

+10.8% MoM

GSC IMPRESSIONS

315,991

+5.9% MoM

DOMAIN RATING

24

AVG POSITION

8.6

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

2,418

+10.8% MoM

GSC IMPRESSIONS

315,991

+5.9% MoM

GSC CLICKS

730

+1.0% MoM

TRACKED KEYWORD MOVEMENT

**3 gained / 3
lost**

5 in top 100

REFERRING DOMAINS

347

+75 MoM

SESSIONS YEAR ON YEAR

+91.5%

4,681 sessions this month

TAKEAWAY

Five of the six growth signals moved into positive territory in June. Organic sessions rose 10.8% month on month to 2,418, and referring domains gained 75 in a single month to reach 347. GSC impressions climbed 5.9%, but clicks grew less than 1%, a gap that points to Ebru ranking for more but lower-intent queries. The 91.5% year-on-year sessions lift confirms the growth is structural, not seasonal. Keyword positions were flat at 3 gained and 3 lost. Net: the 75-domain backlink gain needs to convert into higher-intent rankings before July's click rate can follow.

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

2,418

+10.8% MoM

TOTAL SESSIONS

4,681

-26.1% MoM

ENGAGED SESSIONS

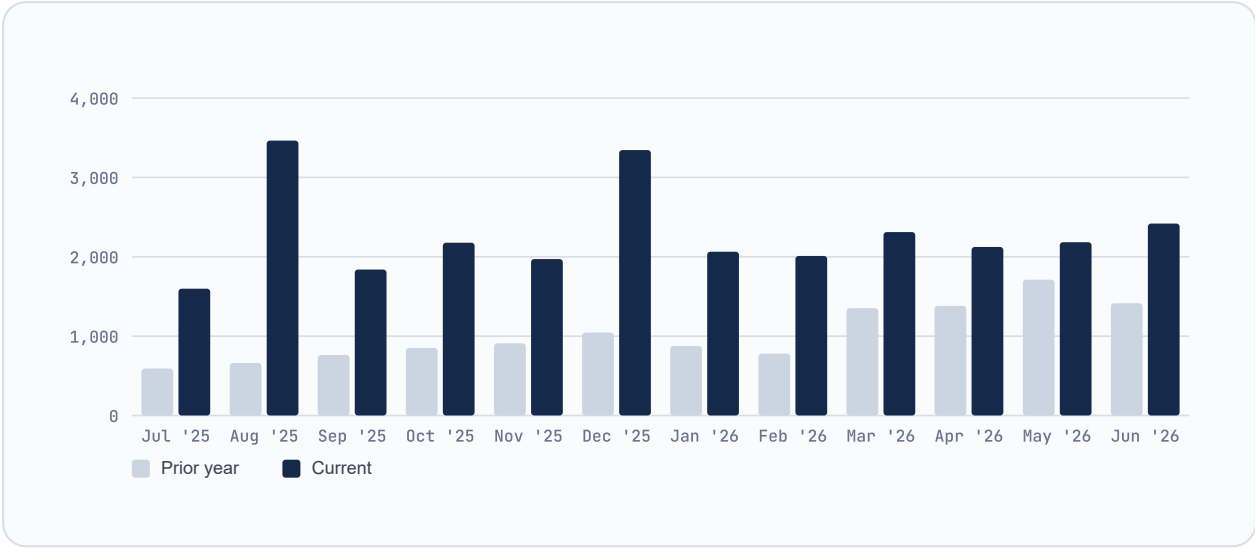
2,547

+18.8% MoM

ENGAGEMENT RATE

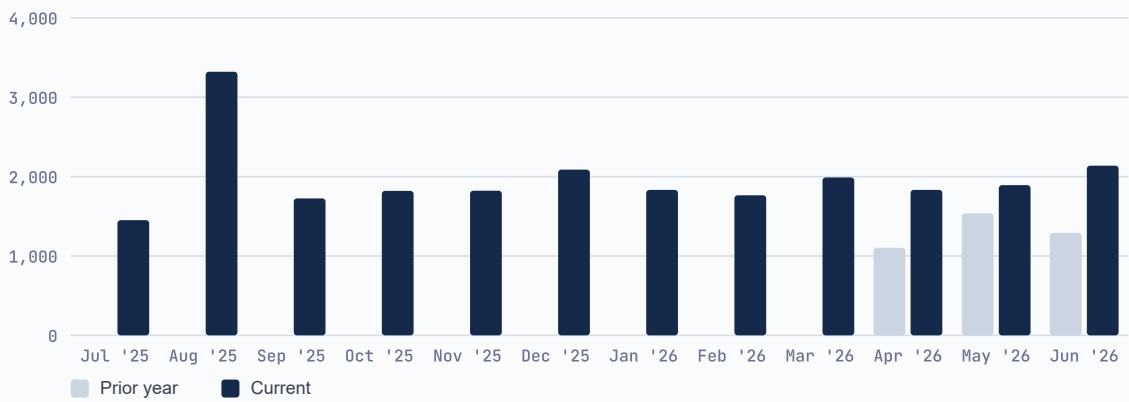
55.0%

ORGANIC SESSIONS YEAR OVER YEAR



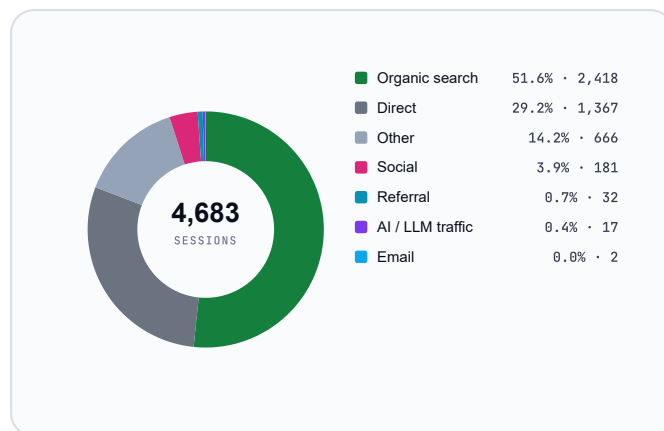
Prior-year bars fill in as more months accumulate beyond the 16-month data window.

FILTERED TO UNITED STATES TRAFFIC



Organic sessions GA4 attributes to United States; visitors GA4 reports as "(not set)" are excluded, so this sits below the global total.

CHANNEL BREAKDOWN



ORGANIC SEARCH

2,418

+10.8%

AI / LLM TRAFFIC

17

+54.5%

DIRECT

1,367

+2.5%

REFERRAL

32

-36.0%

SOCIAL

181

+20.7%

EMAIL

2

OTHER

666

-74.5%

LLM TRAFFIC BY PLATFORM

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

COMMENTARY

Organic search delivered 2,418 sessions in June, up 11 percent on May and 71 percent above the same month last year. Engagement rate climbed to 54.9 percent from 46.6 percent in May, a clear signal that quality held while volume grew. Organic also drove 21 conversions and \$1,165 in revenue, up 40 percent and 65 percent respectively. Total site sessions fell 26 percent to 4,681, but that drop traces entirely to the Other channel collapsing by 1,944 sessions. AI referrals reached 17 sessions, with ChatGPT doubling to 14. If the Other channel stabilizes in July, organic's growing share should lift the overall session count.

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

1,165

+64.8% MoM

PURCHASES

21

+40.0% MoM

CONVERSION RATE

0.9%

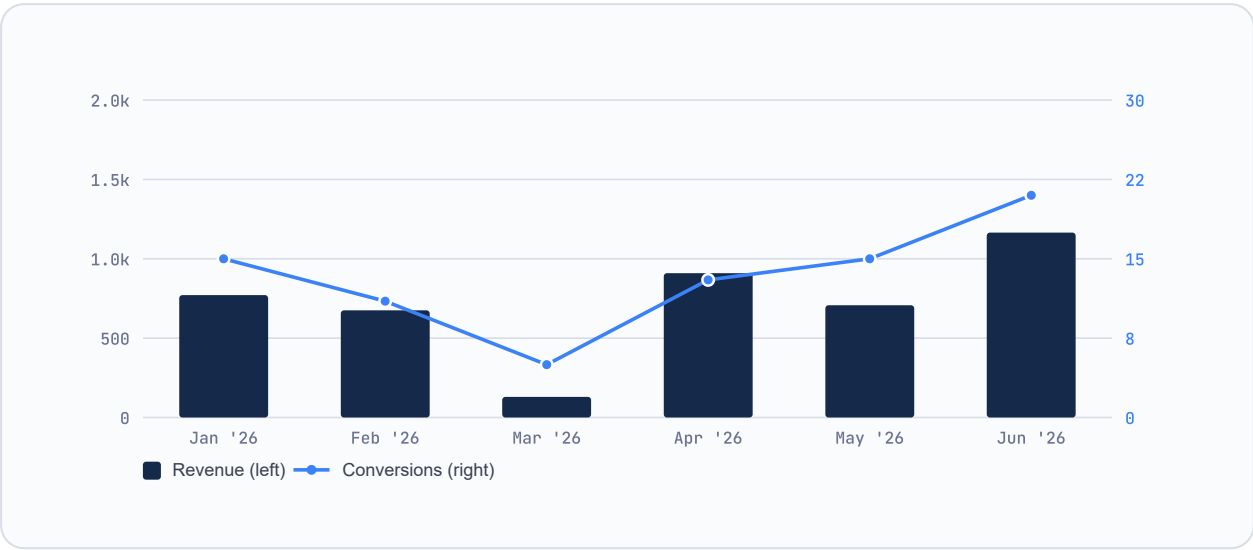
+26.4% MoM

AVG ORDER VALUE

55.5

+17.7% MoM

ORGANIC REVENUE & PURCHASES BY MONTH



TOP ORGANIC PAGES BY REVENUE

LANDING PAGE	REVENUE	PURCHASES
/	895.1	15
/pages/contact-us	105	1
/collections/coffee-events-classes	35	1
/products/espresso-essentials	35	1

LANDING PAGE	REVENUE	PURCHASES
/collections/coffee-events-classes/products/espresso-essentials	35	1

► Methodology & assumptions

COMMENTARY

Organic purchases reached 21 in June, up 40 percent from 15 in May and the highest count in six months. Revenue hit \$1,165, a 65 percent gain driven by both volume and a higher average order value of \$55. The homepage accounted for 15 of those 21 conversions, pulling \$895 from 1,549 organic sessions. Conversion rate climbed to 0.87 percent, up 26 percent from May, suggesting session quality improved alongside session volume. The coffee-vs-espresso blog drew 250 sessions but converted none of them. July's test is whether linking those readers toward product pages can begin to unlock that audience.

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

730

+1.0% MoM

IMPRESSIONS

315,991

+5.9% MoM

CTR

0.23%

AVG POSITION

8.6

CLICKS AND IMPRESSIONS OVER TIME

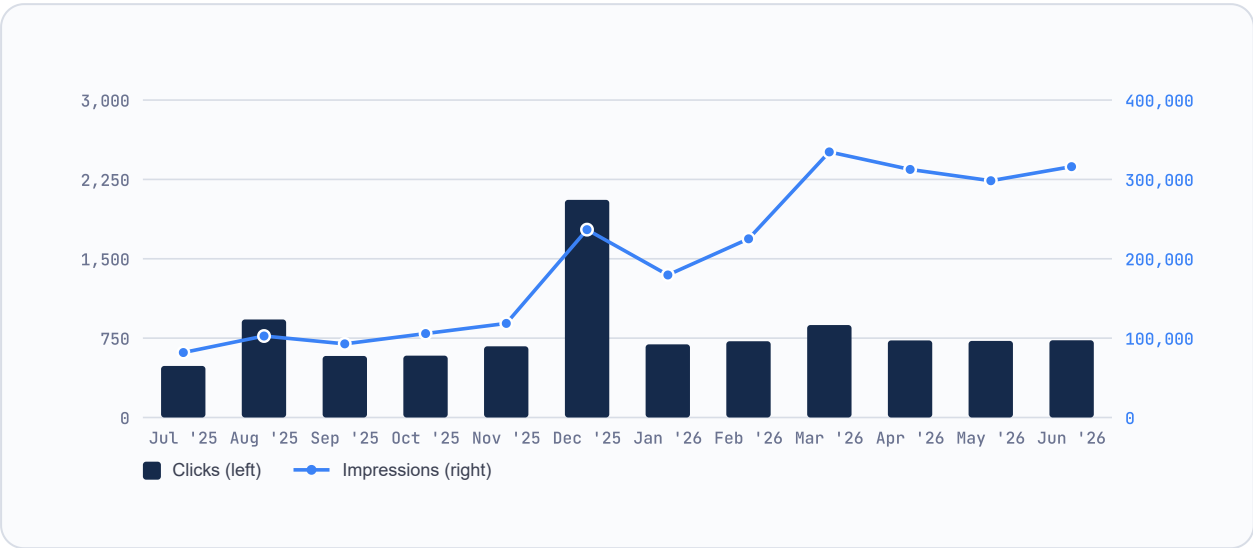


Chart accumulates additional months as new reports are generated.

BRANDED VS NON-BRANDED

	CLICKS	IMPRESSIONS	CTR	AVG POSITION	QUERIES
Branded	214	3,993	5.36%	6.0	24
Non-branded	183	208,555	0.09%	18.9	5956

Branded share of clicks: 53.9%

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
ebru coffee	179	1897	9.44%	2.8
ebru coffee roastery	19	321	5.92%	1.3
what are the best coffee brewing methods and their differences?	11	9898	0.11%	27.1
ebrew coffee	8	149	5.37%	3.1
arara coffee variety	6	57	10.53%	2.9
espresso vs latte	5	1154	0.43%	3.4
cappuccino vs latte	4	78625	0.01%	6.7
ebru coffee co	4	29	13.79%	1.1
espresso vs cappuccino	4	1652	0.24%	3.9
espresso vs coffee	4	6788	0.06%	4.2

COMMENTARY

Clicks held nearly flat at 730 in June, up just 1% month on month, while impressions climbed 6% to 315,991. Branded queries drove 54% of all clicks at an average position of 6.0, a healthy grip on direct demand. Non-branded search, spread across 5,956 queries, averaged position 18.9 and converted at just 0.09%. The comparison guide on coffee, espresso, latte, and cappuccino pulled 194,883 impressions but only 179 clicks at a 0.09% CTR from position 6.4. Lifting that rate to 0.5% on that one page alone would add roughly 800 clicks in July without gaining a single new ranking.

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

5/7

GAINED

3

LOST

3

STILL OFF PAGE

1

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
eureka mignon specialita	2900	-	>100	38	+63 (new)	/products/eureka-mignon-specialita-55-espresso-drip-grinder?srsltid=AfmBOoolk788HZligV4Om884aE EznVjazGEg7k2qIQjkmCblbbza_MYX
silvano evo	90	-	5	6	-1	/products/quick-mill-silvano-evo-home-espresso-machine?srsltid=AfmBOooVxlAp7mXY4YiAPjqh_bF5nzu8mzbhKgM79BwXAV0vnpd-tp-j
brazil coffee beans	1300	-	>100	>100	still off	-
quick mill vetrano 2b evo	140	-	4	5	-1	/products/quick-mill-vetrano-2b-evo-espresso-machine?srsltid=AfmBOoqlRqrjYnabqoFnVXr12w9zjO5g24UMwfVCQXONWnXEW5uyKh49
eureka coffee grinder	1000	-	7	6	+1	/products/eureka-mignon-specialita-55-espresso-drip-grinder?srsltid=AfmBOopzdQ-PfEXUxE_kobIVBAfQezijHjtMmhBJD0dQeG6kD2Q9DBjk

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
black honey coffee	720	–	>100	16	+85 (new)	/products/black-honey?srsId=Af mBOoqQy0hbiLhDg9M-fVeAYP3LK Iz4gJQb_2fXAct8n0j88Moxd5DZ
nicaraguan coffee beans	260	–	29	>100	-72 (off)	–

Biggest mover: **black honey coffee** (>100 → 16, +85)

Biggest drop: **nicaraguan coffee beans** (29 → >100, -72)

COMMENTARY

The 7 tracked keywords split evenly, with 3 gaining and 3 losing ground. The commercial standout is "eureka mignon specialita," which entered at position 38 on a 2,900-search term with a \$2.38 CPC. "Black honey coffee" moved the most in raw positions, jumping 85 spots to land at 16. The steepest drop was "nicaraguan coffee beans," which fell off entirely from position 29, removing 260 monthly searches from reach. "Brazil coffee beans," at 1,300 monthly searches, still has not appeared in the top 98 scanned positions. July should open with a dedicated origin page, giving that 1,300-search term somewhere to land.

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
/	1555	1121	77.5%	0
/blogs/culture/coffee-vs-espresso-vs-latte-vs-ca ppuccino-the-ultimate-guide	250	131	76.1%	0
(not set)	86	1	0.6%	0
/collections/coffee-events-classes	68	48	85.1%	0
/collections/all	47	8	32.8%	0
/blogs/culture/7-ways-ai-reshaping-coffee-indu stry	36	23	80.9%	0
/blogs/culture/what-are-arabica-and-robusta-b lends-why-are-they-becoming-popular	27	16	59.3%	0
/blogs/culture/the-flavor-profiles-of-coffee-gro wing-regions	23	12	52.2%	0
/blogs/culture/from-farm-to-cup-understandin g-coffee-production-in-mexico	17	7	68.8%	0
/blogs/culture/best-brewing-methods-specialty -coffee	17	9	51.7%	0

COMMENTARY

The coffee events and classes collection page delivered the strongest engagement of the top 10 at 85.1 percent, yet it attracted only 68 sessions compared to the homepage's 1,555. That gap suggests high-intent visitors are finding that page but few are being directed there. The homepage itself held 77.5 percent engagement across those 1,555 sessions, which points to a genuinely qualified audience arriving organically. The critical measurement gap: zero key events recorded across all 96 organic pages. Setting up add_to_cart, begin_checkout, and

contact_form_submission as GA4 key events would reveal whether that events-page audience is actually converting.

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

24.0

+0 MoM

LIVE BACKLINKS

537

REFERRING DOMAINS

347

+75 MoM

ORGANIC KEYWORDS

539

COMMENTARY

DR held flat at 24 this month, masking a stronger story underneath. Referring domains jumped 75 to reach 347, up from just 12 eighteen months ago. That trajectory is the headline: 28-fold reldomain growth over 18 months drove DR from 2 to 24 without a single plateau lasting more than 2 months. The 537 live backlinks against 347 referring domains suggests a lean, concentrated link graph with little spam dilution. If the reldomain pace from May and June holds into July, DR 26 or 27 becomes plausible within 60 days.

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



ebrucoffee.com

← CLIENT

Traffic	3,241
Keywords	539
Backlinks	537
Refdomains	347

stumptowncoffee.com

Traffic	137,807
Keywords	2,784
Backlinks	139,265
Refdomains	5,387

mrespresso.com

Traffic	1,818
Keywords	348
Backlinks	4,751
Refdomains	522

stokbrew.com

Traffic	34,750
Keywords	762
Backlinks	3,044
Refdomains	649

COMMENTARY

Ebru placed third in the four-competitor set by June organic traffic, with 3,241 visits and 539 tracked keywords, both ahead of Mr Espresso's 1,818 and 348. Stok Brew is the realistic near-term target: DR 42 against Ebru's 24, and 762 keywords versus 539. All three competitors grew traffic faster in June, ranging from 7.7 to 19.7 percent against Ebru's 4 percent, so the relative gap widened this month. Stumptown at DR 75 and 137,807 visits sits well beyond reach, a structural ceiling

rather than a target. Ebru added 75 referring domains in June, a pace that narrows the Stok Brew DR gap within two to three quarters if sustained.

Closing takeaway

JUNE 2026

Organic sessions reached 2,418 in June, up 10.8 percent month on month and 71 percent year on year. Referring domains added 75 in a single month to reach 347. Domain rating held flat at 24 despite that inflow, indicating the new links carry limited authority. CTR gained under 1 percent while impressions grew 5.9 percent, so visibility is widening faster than clicks are following. For July, "black honey coffee" entered the tracked set at position 16 on 720 monthly searches. That page sits 6 places outside the top 10 and is the most attainable ranking gain on the current list.