

Monthly KPI Report

Medical Device HQ · medicaldevicehq.com · US · 1 to 31 May 2026

ORGANIC SESSIONS

4,890

-1.0% MoM

GSC IMPRESSIONS

567,248

+7.2% MoM

DOMAIN RATING

37

AVG POSITION

9.7

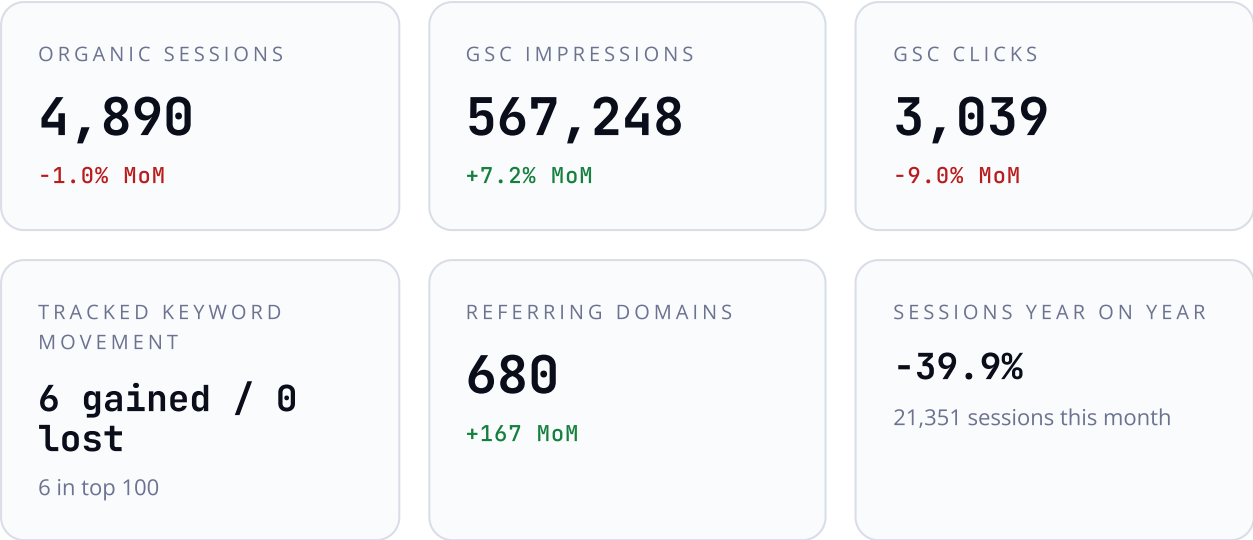
-1.0 MoM (lower is better)

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 story this month is impressions up, clicks down. GSC impressions rose 7.2% to 567,248, but clicks fell 9% to 3,039, and organic sessions slipped 0.97% to 4,890. Six tracked keywords gained ground in the top 100 with zero losses, a clean signal even if the visibility gain has not yet converted to traffic. Referring domains climbed by 167 to 680, a solid authority build. The year on year comparison stays the hard number: sessions are down 39.9% against last year's 21,351. Net: visibility and authority are building, but the click-through gap needs attention next month, or the impression gains will keep failing to show up in sessions.

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

4,890

-1.0% MoM

TOTAL SESSIONS

21,351

-19.1% MoM

ENGAGED SESSIONS

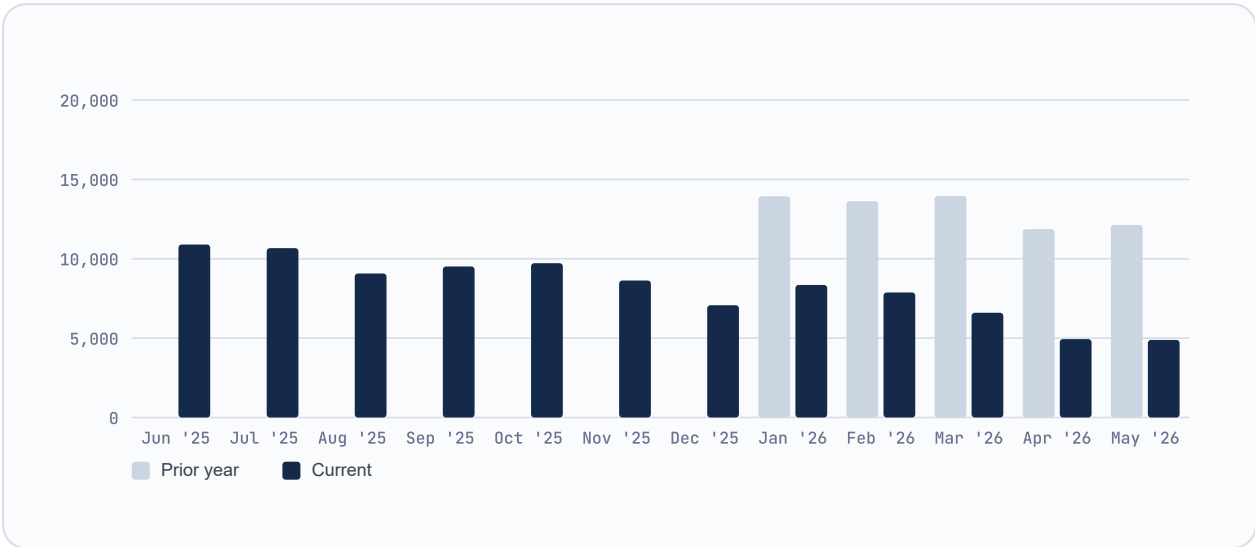
11,280

-11.3% MoM

ENGAGEMENT RATE

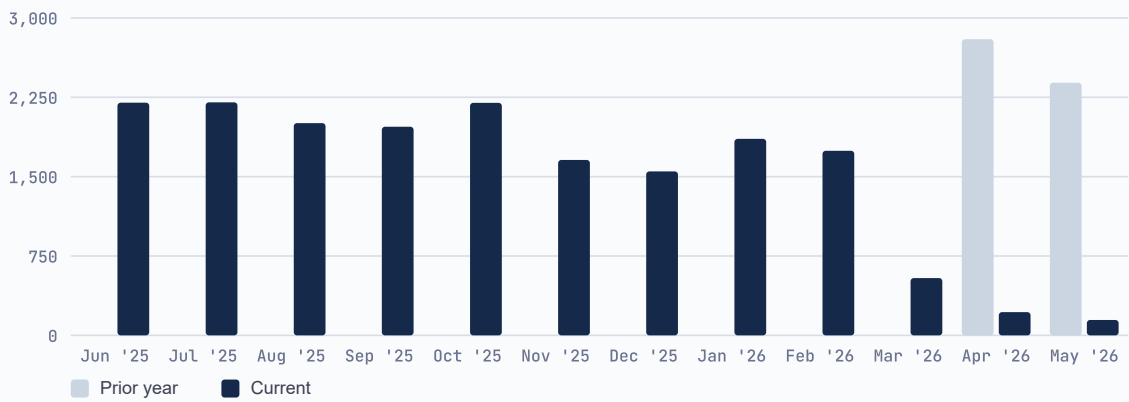
52.0%

ORGANIC SESSIONS YEAR OVER YEAR



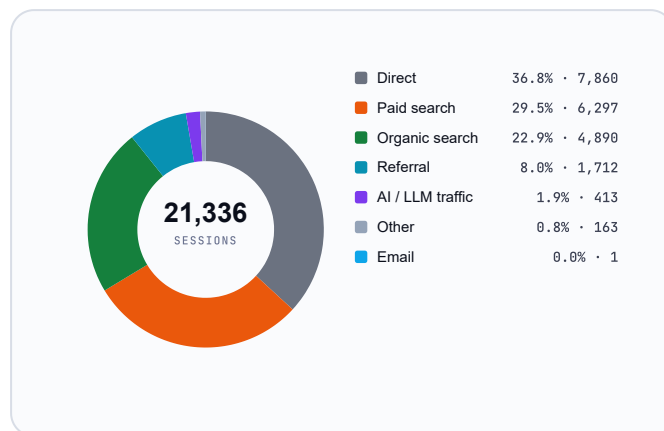
Prior-year bars fill in as more months accumulate beyond the 16-month data window.

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

4,890

-1.0%

AI / LLM TRAFFIC

413

+45.4%

PAID SEARCH

6,297

-37.6%

DIRECT

7,860

-13.6%

REFERRAL

1,712

+4.5%

SOCIAL

0

-100.0%

EMAIL

1

-92.9%

OTHER

163

-48.6%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	329	239	+90
Gemini	48	17	+31
Claude	35	28	+7
Perplexity	1	0	+1

COMMENTARY

Total sessions fell to 21,351 in May, down 19 percent from April and down 40 percent from last May's 35,529. Engagement rate rose to 52.0 percent from 46.6 percent, so fewer visits are converting to more attention. Organic search held nearly flat at 4,890 sessions, down just 1 percent month over month, but down 60 percent from last May's 12,139. Direct traffic leads at 36.8 percent and paid search fell 38 percent to 6,297 sessions. AI referrals climbed 45 percent to 413 sessions, led by ChatGPT's 329. US organic sessions dropped to 145, a market-specific collapse to watch into June.

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

8,895

+41.0% MoM

PURCHASES

47

-17.5% MoM

CONVERSION RATE

1.0%

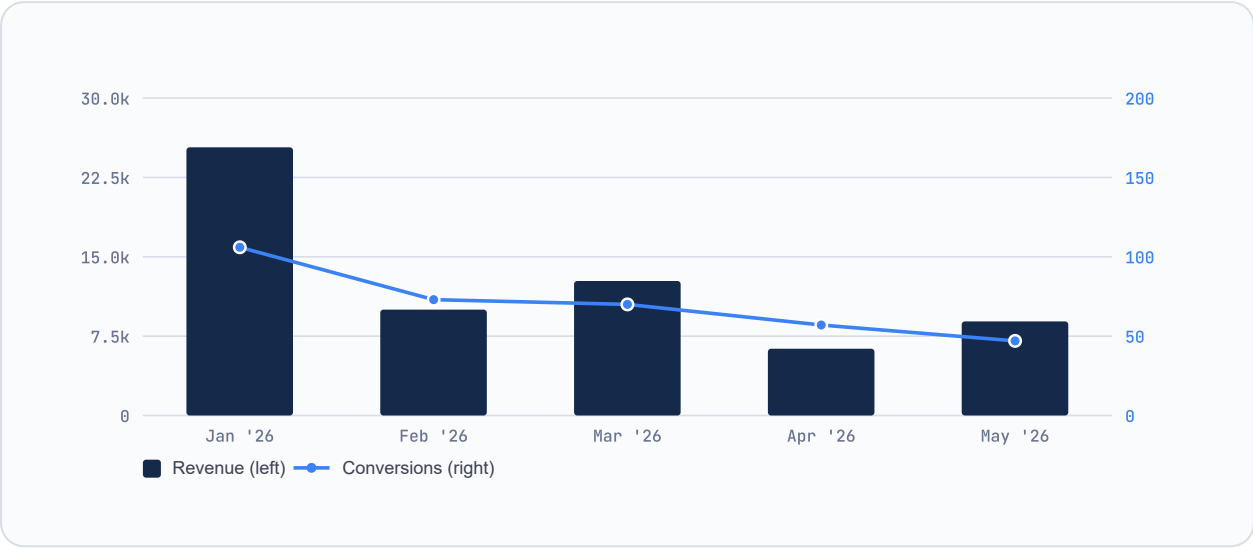
-16.7% MoM

AVG ORDER VALUE

189.3

+71.1% MoM

ORGANIC REVENUE & PURCHASES BY MONTH



TOP ORGANIC PAGES BY REVENUE

LANDING PAGE	REVENUE	PURCHASES
/store/templates/premium/risk-management-file-index-template-iso-14971-medical-device	1,677	1
/advanced-risk-management-online-course-bundle	1,496	2
/training-courses	1,489	2

LANDING PAGE	REVENUE	PURCHASES
/introduction-to-design-control-course-online	798	1
/checkout	612.6	2

► Methodology & assumptions

COMMENTARY

Organic search generated 47 purchases in May, down 17.5 percent from 57 in April. Revenue still rose 41 percent to EUR 8,895, and average order value climbed 71 percent to EUR 189, so fewer buyers spent considerably more per order. Conversion rate slipped to 0.96 percent of organic sessions from 1.15 percent, a decline roughly matching the drop in purchases. Sessions held flat at 4,890, meaning the falloff is a conversion problem, not a traffic problem. The risk management template and course bundle again led revenue per session. Watch whether AOV gains persist in June or whether this month reflects a handful of large one-off orders.

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

3,039

-9.0% MoM

IMPRESSIONS

567,248

+7.2% MoM

CTR

0.54%

AVG POSITION

9.7

CLICKS AND IMPRESSIONS OVER TIME

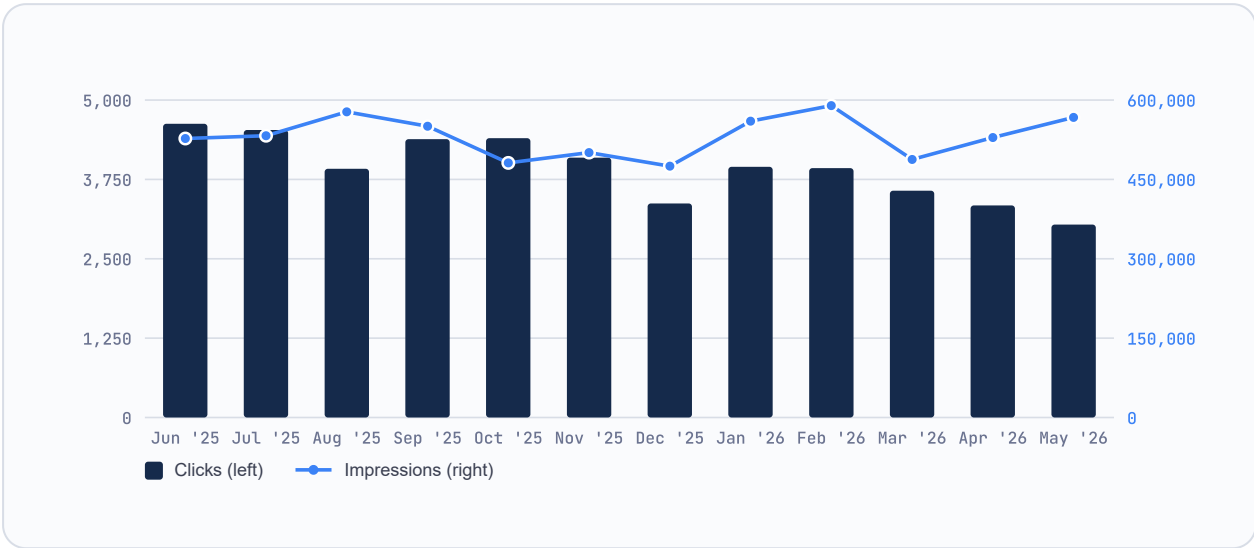


Chart accumulates additional months as new reports are generated.

BRANDED VS NON-BRANDED

	CLICKS	IMPRESSIONS	CTR	AVG POSITION	QUERIES
Branded	153	689	22.21%	7.9	6
Non-branded	808	242,585	0.33%	20.6	7489

Branded share of clicks: 15.9%

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
medical device hq	114	473	24.10%	2.6
eudamed login	72	16726	0.43%	5.5
iec 62304	71	6564	1.08%	6.8
iso 13485 pdf	49	1224	4.00%	8.0
iso 13485:2016 pdf free download	29	359	8.08%	5.2
medicaldevicehq	28	95	29.47%	1.0
iso 14971	20	7577	0.26%	8.5
iec62304	13	690	1.88%	5.0
norma iso 13485 pdf gratis	13	67	19.40%	5.3
eudamed log in	12	715	1.68%	4.3

COMMENTARY

Clicks fell 9 percent this month, down to 3,039, while impressions rose 7.2 percent to 567,248. Average position slipped from 8.8 to 9.7. Branded queries hold just 15.9 percent of clicks, and eudamed login pulls 16,726 impressions at position 5.5 but converts only 72 clicks. The risk management guide leads all pages with 338 clicks from 138,822 impressions. Position gains keep failing to convert into clicks, a widening impressions-to-clicks gap. Next month, prioritize CTR fixes on high-impression, low-click pages like eudamed login before chasing more ranking improvements.

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

6/8

GAINED

6

LOST

0

STILL OFF PAGE

2

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
medical device courses	40	4	>100	7	+94 (new)	/courses/
risk management ISO 14971	–	–	>100	4	+97 (new)	/articles/the-illustrated-guide-to-risk-management-for-medical-devices-and-iso-14971/
medical device design control	320	4	>100	46	+55 (new)	/articles/design-control-for-medical-devices-what-is-it-and-why-you-should-do-it/
medical device product development	210	–	>100	>100	still off	–
clinical investigation ISO 14155	–	–	>100	>100	still off	–
design control medical device	320	4	>100	31	+70 (new)	/articles/design-control-for-medical-devices-what-is-it-and-why-you-should-do-it/
medical device regulations training	30	4	>100	3	+98 (new)	/training-courses/

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
clinical investigation	260	27	>100	17	+84 (new)	/articles/clinical-investigation-and-clinical-evaluation/

Biggest mover: **medical device regulations training** (>100 → 3, +98)

COMMENTARY

All eight tracked keywords are new to this baseline, so this is a first read, not a trend. Six of eight entered the top 100, none declined. Medical device regulations training jumped 98 spots to position 3, a strong result but on just 30 monthly searches. Medical device design control climbed 55 spots to position 46, the largest volume-weighted gain at 320 searches. Design control for medical devices ranks twice for near-duplicate terms (position 31 and 46), splitting authority across one article. Medical device product development (210 searches) and clinical investigation ISO 14155 stayed off page. Next month's baseline will show whether these entries hold or were a one-time index event.

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
(not set)	716	47	22.2%	0
/articles/the-illustrated-guide-to-risk-managem ent-for-medical-devices-and-iso-14971	404	175	44.0%	0
/	374	334	93.8%	0
/articles/the-illustrated-guide-to-medical-devic e-software-development-and-iec-62304	289	138	54.0%	0
/articles/free-iso-134852016-standard-and-wh ere-to-download-the-pdf	216	150	47.5%	0
/my-courses	136	96	80.7%	0
/articles/eudamed-logins-for-beginners	96	50	35.2%	0
/login	85	83	98.4%	0
/training-courses	72	56	91.7%	0
/articles/fmea-vs-iso-14971	67	43	81.5%	0

COMMENTARY

The homepage converts attention at 93.8 percent engagement on 374 sessions, the strongest showing on the property. The login page hits 98.4 percent on 85 sessions, a small but qualified audience. The (not set) landing page drags the average down with 716 sessions and only 22.2 percent engagement, likely a tagging issue worth checking in GA4. The top article, the ISO 14971 risk management guide, pulls 404 sessions at 44 percent engagement, solid demand capture for a technical topic. Zero key events fire across all 537 organic pages this

month. Setting up generate_lead, contact_form_submission, and demo_request as key events would let next month's report measure what this traffic actually does.

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

37.0

+0 MoM

LIVE BACKLINKS

1,965

REFERRING DOMAINS

680

+167 MoM

ORGANIC KEYWORDS

342

COMMENTARY

Domain rating holds at 37 for the second straight month, up from 32 last January, a slow and steady climb. Referring domains jumped from 515 in April to 682 in May, a gain of 167, reversing four months of decline from 627 in January. Backlinks live sit at 1965 against 680 unique root domains. The DR plateau despite the reldomain surge suggests many of the new links carry limited authority, so the rating has not moved yet. Organic traffic rose from 2698 to 3132 over the same month, a partial recovery from the April dip. Next month should show whether the reldomain gain compounds into a DR bump or fades back toward the January-to-April baseline.

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



medicaldevicehq.com

← CLIENT

Traffic	3,125
Keywords	342
Backlinks	1,965
Refdomains	680

easymedicaldevice.com

Traffic	65
Keywords	42
Backlinks	3,841
Refdomains	540

nsf.org

Traffic	85,391
Keywords	7,974
Backlinks	1,094,152
Refdomains	22,748

cfpie.com

Traffic	2,425
Keywords	528
Backlinks	8,302
Refdomains	610

COMMENTARY

Medical Device HQ sits mid pack on authority (DR 37) but leads the group on momentum, gaining 167 referring domains and 16.1% traffic this month while three of four rivals stall or shrink. Cfpie.com grew DR by 2 points yet lost 9.8% traffic, and easymedicaldevice.com dropped 101 referring domains and 45% traffic. NSF.org remains structurally out of reach at DR 87 and 85,391 monthly visits, 27 times the client's traffic. Cfpie.com (DR 42, 610 referring domains) is the closer target, roughly 70 domains away at the current pace. Two more months like

this one closes that gap and puts second place in range before NSF's scale becomes the only ceiling left.

Closing takeaway

MAY 2026

GSC impressions grew 7.2 percent to 567,248, but organic sessions slipped 1 percent to 4,890 and clicks fell 9 percent to 3,039. That gap between rising visibility and falling clicks points to a ranking problem, not a demand problem, and average position improved slightly to 9.7. Six tracked keywords entered the top 100 this month, including a jump to rank 3 for "medical device regulations training," while referring domains grew by 167 to 680. The open question is why more impressions are not converting to clicks. Implication for June: prioritize CTR and title tag testing on pages with high impressions and weak position before chasing new keyword targets.