

Monthly KPI Report

Medical Device HQ · medicaldevicehq.com · US · 1 to 30 June 2026

ORGANIC SESSIONS

4,946

+1.1% MoM

GSC IMPRESSIONS

571,711

+0.8% MoM

DOMAIN RATING

37

AVG POSITION

9.2

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

4,946

+1.1% MoM

GSC IMPRESSIONS

571,711

+0.8% MoM

GSC CLICKS

2,887

-5.0% MoM

TRACKED KEYWORD MOVEMENT

**2 gained / 1
lost**

7 in top 100

REFERRING DOMAINS

759

+85 MoM

SESSIONS YEAR ON YEAR

-45.9%

18,969 sessions this month

TAKEAWAY

The story is impressions growing while clicks shrink. GSC impressions rose 0.8% to 571,711, but clicks fell 5% to 2,887, a widening gap between visibility and traffic. Organic sessions grew 1.1% to 4,946, a soft counterweight, though sessions remain down 45.9% year on year (18,969 this month). Referring domains climbed by 85 to 759, real authority gains. Tracked keywords split 2 gained against 1 lost across 7 ranking in the top 100, thin but not negative. Net: link growth and impression growth aren't converting to clicks yet. Next month should test whether June's backlink gains lift rankings enough to close that gap.

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

4,946

+1.1% MoM

TOTAL SESSIONS

18,969

-11.2% MoM

ENGAGED SESSIONS

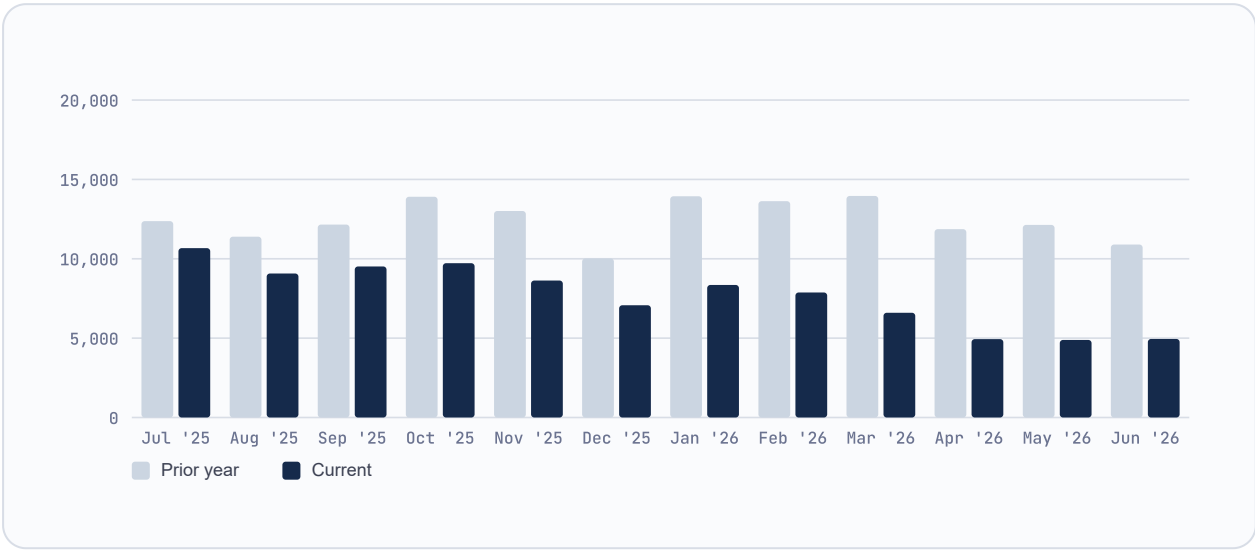
11,218

-0.5% MoM

ENGAGEMENT RATE

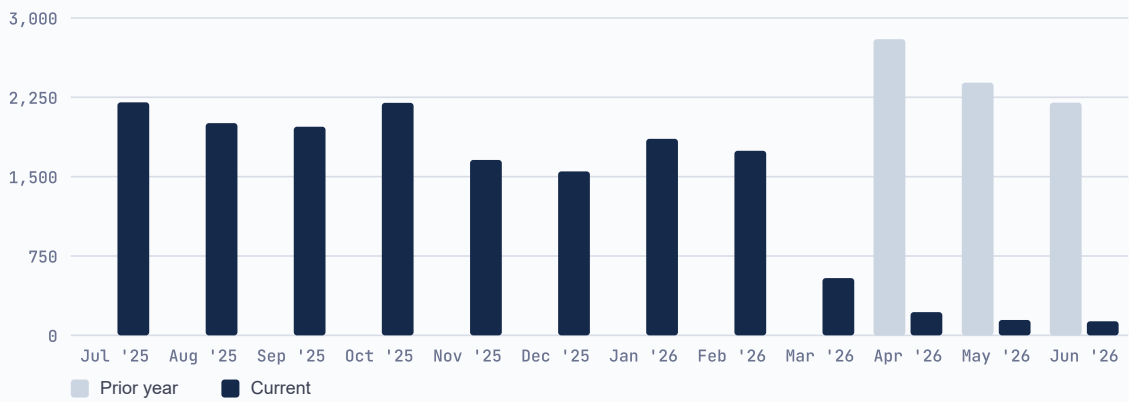
58.6%

ORGANIC SESSIONS YEAR OVER YEAR



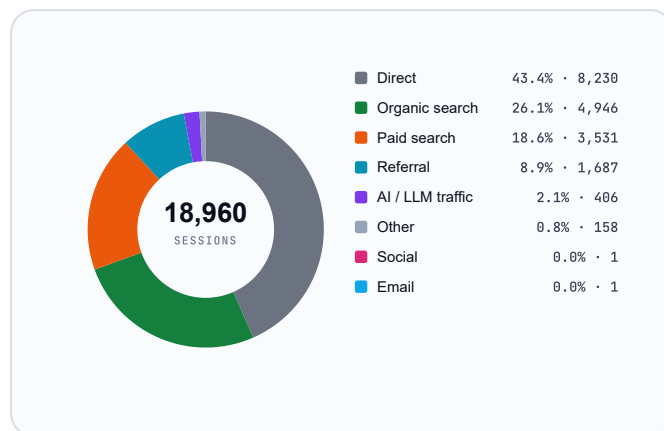
Prior-year bars fill in as more months accumulate beyond the 16-month data window.

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

4,946

+1.1%

AI / LLM TRAFFIC

406

-1.7%

PAID SEARCH

3,531

-43.9%

DIRECT

8,230

+4.7%

REFERRAL

1,687

-1.5%

SOCIAL

1

EMAIL

1

0.0%

OTHER

158

-3.1%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	332	329	+3
Gemini	48	48	+0
Claude	26	35	-9
Perplexity	0	1	-1

COMMENTARY

Global organic sessions reached 4,946 in June, up 1 percent on May and down 55 percent against last June's 10,895. Total site sessions fell 11 percent to 18,969, but engagement rate climbed to 58.6 percent from 52 percent, a genuine quality gain. Paid search collapsed 44 percent to 3,531 sessions, so direct and organic now carry more of the load. AI and LLM traffic held steady at 406 sessions, with ChatGPT contributing 332. Organic revenue rose 14 percent to \$10,143 and leads jumped to 261 from 189, so smaller organic volume is converting better. Watch whether July confirms this quality trend or whether the YoY decline resumes.

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

10,143

+14.0% MoM

PURCHASES

59

+25.5% MoM

CONVERSION RATE

1.2%

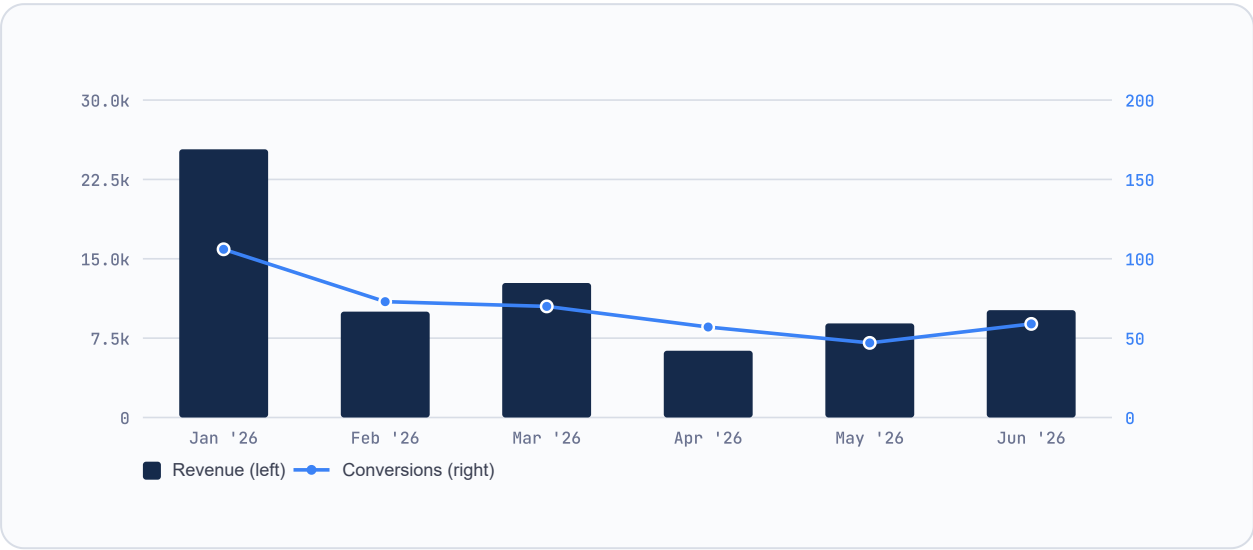
+24.1% MoM

AVG ORDER VALUE

171.9

-9.2% MoM

ORGANIC REVENUE & PURCHASES BY MONTH



TOP ORGANIC PAGES BY REVENUE

LANDING PAGE	REVENUE	PURCHASES
/	3,143	15
/introduction-to-design-control-course-online	1,430	3
/risk-management-for-medical-devices-iso-14971-online-course	1,170	2
/my-courses	848	2

LANDING PAGE	REVENUE	PURCHASES
/advanced-risk-management-online-course-bundle	748	1

► Methodology & assumptions

COMMENTARY

Purchases rose to 59 in June from 47 in May, a 25.5 percent gain. Conversion rate climbed to 1.19 percent from 0.96 percent, up 24.1 percent. Sessions barely moved, from 4,890 to 4,946, so the gain came from better conversion, not more traffic. Revenue reached \$10,143, up 14 percent, but average order value fell to \$172, down 9.2 percent. The homepage drove 15 of the 59 purchases from 453 sessions, the largest single contributor. Watch whether July holds this conversion-rate gain, since flat traffic means growth now depends on converting visitors already arriving, not attracting new ones.

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

2,887

-5.0% MoM

IMPRESSIONS

571,711

+0.8% MoM

CTR

0.50%

AVG POSITION

9.2

CLICKS AND IMPRESSIONS OVER TIME

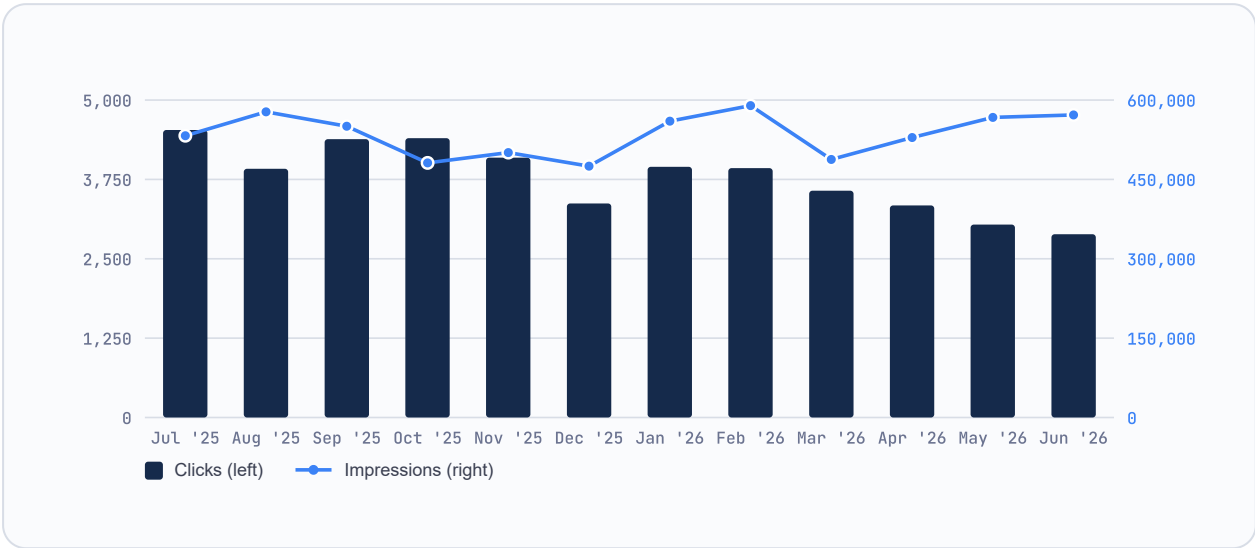


Chart accumulates additional months as new reports are generated.

BRANDED VS NON-BRANDED

	CLICKS	IMPRESSIONS	CTR	AVG POSITION	QUERIES
Branded	187	675	27.70%	1.3	8
Non-branded	736	239,994	0.31%	20.4	7172

Branded share of clicks: 20.3%

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
medical device hq	126	463	27.21%	2.0
iso 13485 pdf	63	1341	4.70%	7.0
iec 62304	54	6164	0.88%	7.4
eudamed login	36	11123	0.32%	5.3
medical hq	28	79	35.44%	4.0
medicaldevicehq	26	95	27.37%	1.0
iso 13485:2016 pdf free download	24	283	8.48%	5.1
medicaldevice hq	19	25	76.00%	1.0
iso 13485:2016 pdf	16	146	10.96%	6.2
norma iso 13485 pdf gratis	15	99	15.15%	4.9

COMMENTARY

Clicks fell 5 percent month over month to 2,887, and 37.6 percent below June 2025's 4,627, even as impressions rose 0.8 percent to 571,711. Average position improved to 9.25 from 9.74, so the site ranks better but converts fewer of those views, with CTR down to 0.5 percent. Branded search drove 187 clicks at position 1.26, just 20.3 percent of total clicks. The other 736 clicks spread across 7,172 non-branded queries averaging position 20.4, far off page one. "Iso 13485 pdf" leads that group at 63 clicks and position 7.05, close enough to push for page-one placement next month.

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

7/8

GAINED

2

LOST

1

STILL OFF PAGE

1

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
medical device courses	40	4	7	7	no change	/courses/
risk management ISO 14971	–	–	4	6	-2	/articles/the-illustrated-guide-to-risk-management-for-medical-devices-and-iso-14971/
medical device design control	320	4	46	46	no change	/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	28	+73 (new)	/articles/what-are-the-major-changes-in-iso-14155-2020/
design control medical device	320	4	31	31	no change	/articles/design-control-for-medical-devices-what-is-it-and-why-you-should-do-it/
medical device regulations training	30	4	3	3	no change	/training-courses/

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
clinical investigation	260	27	17	11	+6	/articles/clinical-investigation-and-clinical-evaluation/

Biggest mover: **clinical investigation ISO 14155** (>100 → 28, +73)

Biggest drop: **risk management ISO 14971** (4 → 6, -2)

COMMENTARY

Eight tracked keywords held mostly steady in June, with two gains against one decline. Clinical investigation ISO 14155 jumped 73 spots to position 28, entering the top 100 from off-page. Clinical investigation climbed six spots to position 11, on 260 monthly searches. Risk management ISO 14971 slipped two spots to position 6, still a strong rank but the only decline this month. Medical device design control sits at position 46 on 320 searches, unmoved and worth a content push. Medical device product development remains off-page entirely despite 210 monthly searches, a clear gap. Three keywords already rank top 10. Next month's priority is closing the design control gap.

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
(not set)	781	56	10.1%	0
/	453	404	92.6%	0
/articles/the-illustrated-guide-to-risk-managem ent-for-medical-devices-and-iso-14971	448	211	46.2%	0
/articles/the-illustrated-guide-to-medical-devic e-software-development-and-iec-62304	234	118	69.1%	0
/articles/free-iso-134852016-standard-and-wh ere-to-download-the-pdf	221	164	79.8%	0
/my-courses	159	126	82.8%	0
/training-courses	80	59	87.3%	0
/articles/guide-to-quality-management-for-iso- 13485	69	26	46.3%	0
/login	68	60	88.4%	0
/articles/eudamed-logins-for-beginners	63	30	65.5%	0

COMMENTARY

The homepage leads engagement at 92.6 percent across 453 sessions, the strongest top of funnel signal on the site. The ISO 14971 risk management guide pulls the most article traffic at 448 sessions but converts attention weakly, just 46.2 percent engaged. The free ISO 13485:2016 PDF page holds 79.8 percent engagement on 221 sessions, a stronger ratio than its bigger sibling. The 781-session "(not set)" bucket at 10.1 percent engagement likely masks tagging errors and deserves a source check. Zero key events across all 517 organic pages means none of this traffic is measured against outcomes. Next month, set up

lead_form_submission and course_signup as key events so engagement numbers translate into pipeline evidence.

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

37.0

+0 MoM

LIVE BACKLINKS

2,185

REFERRING DOMAINS

759

+85 MoM

ORGANIC KEYWORDS

321

COMMENTARY

Domain rating holds at 37 for the third straight month, but referring domains jumped from 682 to 767, a gain of 85 in June alone. That is the fastest link acquisition pace in the twelve month history, up from 379 refdomains in January 2025 to 767 now. Backlinks stand at 2,185, and organic traffic sits at 3,012 visits against 321 ranked keywords. DR flatlining while refdomain count accelerates suggests the new links have not yet been weighted into Ahrefs' score. Watch next month's DR reading closely. If it does not move despite this link volume, the new domains likely carry low authority and need a quality filter before more outreach spend goes into this channel.

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



medicaldevicehq.com

← CLIENT

Traffic	2,765
Keywords	321
Backlinks	2,185
Refdomains	759

easymedicaldevice.com

Traffic	170
Keywords	53
Backlinks	3,720
Refdomains	327

nsf.org

Traffic	79,224
Keywords	7,896
Backlinks	1,105,014
Refdomains	23,557

cfpie.com

Traffic	3,333
Keywords	668
Backlinks	8,851
Refdomains	700

COMMENTARY

Medical Device HQ sits mid pack with a domain rating of 37, ahead of Easy Medical Device (28) but behind CFPIE (41) and NSF.org (87). NSF.org dominates on scale, 79,224 monthly visits and 7,896 keywords, a structural gap no single quarter closes. CFPIE is the real threat this month, traffic up 33% with 86 new referring domains, the same referring domain pace Medical Device HQ posted (85). Medical Device HQ's own traffic slipped 3.8% despite that link growth, meaning links are not yet converting to rankings. The realistic target is closing the gap to CFPIE's 668

keywords, not NSF.org's 7,896. Next month, prioritize keyword coverage over pure referring domain volume.

Closing takeaway

JUNE 2026

Organic sessions rose 1.1% to 4,946, but total sessions fell 11.2% month over month and 45.9% year over year, with 18,969 sessions this month against last year's pace. GSC impressions grew 0.8% to 571,711 while clicks dropped 5% to 2,887, so visibility is expanding faster than engagement converts it. Referring domains gained 85 to reach 759, a real authority signal, though domain rating held flat at 37. The ISO 14155 article jumped 73 spots into the top 100, proof that content depth still earns rankings here. Next month's task is converting impression growth into clicks, since the gap between the two is now the main drag on traffic.