

Monthly KPI Report

QUIN Investment | Makler für Wohn- und Gewerbeimmobilien Berlin ·
quininvestment.com · DE · 1 to 31 May 2026

ORGANIC SESSIONS

3,097

100% MoM

GSC IMPRESSIONS

245,779

-10.7% MoM

DOMAIN RATING

6

100% MoM

AVG POSITION

11.8

-2.3 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.

ORGANIC SESSIONS

3,097

+0.2% MoM

GSC IMPRESSIONS

245,779

-10.7% MoM

GSC CLICKS

2,795

-0.2% MoM

TRACKED KEYWORD
MOVEMENT

**0 gained / 0
lost**

0 in top 100

REFERRING DOMAINS

396

+187 MoM

SESSIONS YEAR ON YEAR

+85.5%

3,776 sessions this month

TAKEAWAY

The year-on-year picture is strong: total sessions are up 85.5% versus May 2025, and organic sessions grew 16.2% month on month to 3,097. A jump of 187 referring domains brings the total to 396, which is the most tangible structural signal in the data. The counter-signal is a 10.7% drop in GSC impressions, which narrowed the site's search footprint even as clicks held nearly flat at 2,795. No tracked keywords moved in or out of the top 100. Whether those 187 new referring domains convert to ranking gains in June will determine if the impressions dip is temporary or the start of a tighter ceiling.

01 Global organic

GA4 · 1 TO 31 MAY 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

3,097

+0.2% MoM

TOTAL SESSIONS

3,776

-1.3% MoM

ENGAGED SESSIONS

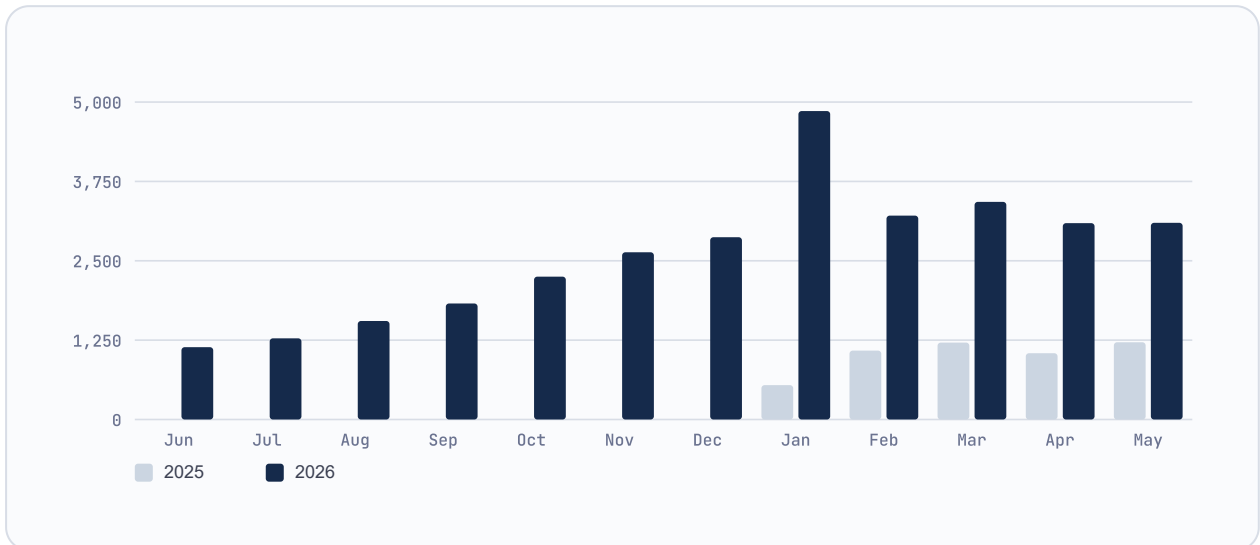
1,870

-4.5% MoM

ENGAGEMENT RATE

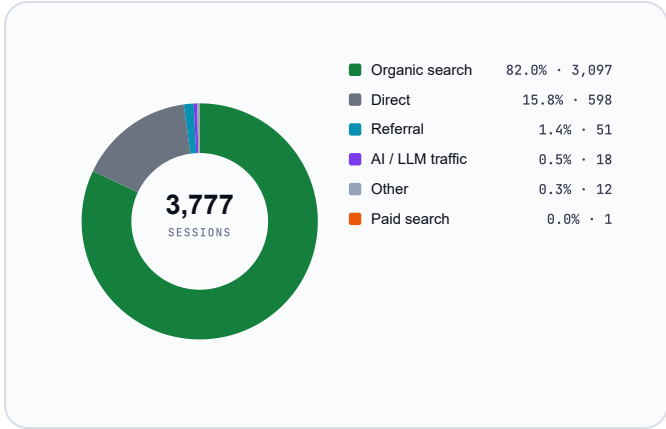
49.4%

ORGANIC SESSIONS YEAR OVER YEAR



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

CHANNEL BREAKDOWN



ORGANIC SEARCH

3,097

+0.2%

AI / LLM TRAFFIC

18

-37.9%

PAID SEARCH

1

-98.7%

DIRECT

598

+9.1%

REFERRAL

51

-16.4%

SOCIAL

0

-100.0%

OTHER

12

-20.0%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	18	20	-2
Gemini	0	1	-1
Perplexity	0	8	-8

COMMENTARY

Organic search held steady at 3,097 sessions in May, up 154 percent on the same month last year. Total sessions dipped 1.3 percent to 3,776, with paid search effectively halting from 77 sessions to just 1. Engagement rate slipped to 49.4 percent from 51.1 in April, the first sub-50 reading in the visible 12-month trend. LLM traffic narrowed to 18 sessions, all from ChatGPT, as Perplexity dropped from 8 to zero and Gemini from 1 to zero. With paid off the table, organic must grow its absolute volume in June to hold the site's session floor.

Leads & conversions

GA4 · ORGANIC

WHAT WE MEASURE

Organic-attributed leads (GA4 on medium = organic), with conversion rate. Movement vs the prior month.

LEADS

1

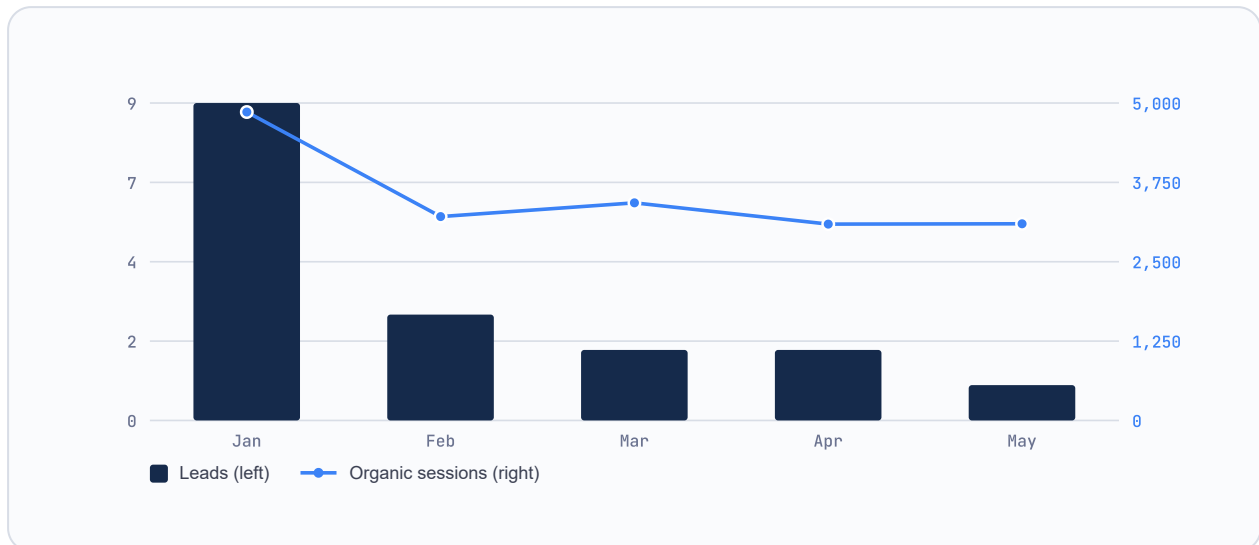
-50.0% MoM

CONVERSION RATE

0.0%

-50.1% MoM

ORGANIC LEADS & SESSIONS BY MONTH



TOP ORGANIC PAGES BY LEADS

LANDING PAGE	LEADS
/wie-vermieter-sich-vor-mietbetrug-in-berlin-schuetzen-koennen	1
/die-reichsten-stadtteile-berlins	0
/muelltonnen-mehrfamilienhaus-berechnen	0
/lohnt-sich-ein-makler-bei-der-wohnungssuche-in-berlin	0
(not set)	0

► Methodology & assumptions

COMMENTARY

Organic search delivered 1 lead in May, down 50 percent from 2 in April and well below the 9 recorded in January. Sessions held flat at 3,097 versus 3,092 in April, so the drop is a conversion problem, not a traffic problem. The conversion rate fell to 0.03 percent, roughly half the April figure. The one lead that did come in arrived via a landlord fraud protection article that drew only 3 organic sessions, suggesting high intent on a niche query. The nine high-traffic pages in May each converted zero visitors. Watch whether adding a clear call to action on those pages moves the needle in June.

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

2,795

-0.2% MoM

IMPRESSIONS

245,779

-10.7% MoM

CTR

1.14%

AVG POSITION

11.8

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	0	125	0.00%	9.6	7
Non-branded	713	119,094	0.60%	15.7	9311

Branded share of clicks: **0.0%**

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
ungeteiltes mehrfamilienhaus	17	112	15.18%	1.1
makler berlin mietwohnung	15	607	2.47%	10.5
makler berlin mietwohnung erfahrungen	15	76	19.74%	5.2
berechnung müllgebühren im mehrfamilienhaus	14	144	9.72%	2.1
brandschutzvorschriften tiefgarage mehrfamilienhaus	14	222	6.31%	3.7
reichenviertel berlin	14	334	4.19%	1.5
quin investment	12	22	54.55%	1.2
welche heizung für mehrfamilienhaus altbau	12	178	6.74%	2.1
mietspiegel berlin 2025	11	443	2.48%	4.1
wieviel mülltonnen mietshaus	11	70	15.71%	1.4

COMMENTARY

03 Tracked keywords

DATAFORSEO SERP · 2276/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

0/9

GAINED

0

LOST

0

STILL OFF PAGE

9

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
Immobilie verkaufen Berlin	-	-	>100	>100	still off	-
Immobilie bewerten Berlin	-	-	>100	>100	still off	-
Bester Makler Berlin	-	-	>100	>100	still off	-
Wohnung verkaufen Berlin	-	-	>100	>100	still off	-
Haus verkaufen Berlin	-	-	>100	>100	still off	-
Eigentumswohnung verkaufen Berlin	-	-	>100	>100	still off	-
Grundstück verkaufen Berlin	-	-	>100	>100	still off	-
Top Makler Berlin	-	-	>100	>100	still off	-
Top Immobilienmakler Berlin	-	-	>100	>100	still off	-

COMMENTARY

All 9 tracked keywords return no position in May, making this a clean baseline month rather than a movement report. The crawler scanned between 45 and 113 results deep per term, with "Immobilie bewerten Berlin" cut off at position 45, so a

ranking just outside that window cannot be ruled out for that one keyword. The full set covers commercially meaningful territory: seller-intent queries for apartments, houses, and land, plus broker-comparison terms like "Bester Makler Berlin" and "Top Immobilienmakler Berlin." With no prior positions on record, June will be the first month where any movement, however small, becomes measurable and directionally useful.

04 Top organic landing pages

GA4 · 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 GA4).

LANDING PATH	SESSIONS	ENGAGED	ENGAGE RATE	KEY EVENTS
/die-reichsten-stadtteile-berlins	384	196	71.5%	0
/muelltonnen-mehrfamilienhaus-berechnen	353	173	66.8%	0
/lohnt-sich-ein-makler-bei-der-wohnungssuche-in-berlin	209	130	43.0%	0
(not set)	153	0	0.0%	0
/wasserleitungen-mehrfamilienhaus	131	80	86.7%	0
/ist-das-wohnen-in-einer-gewerbeimmobilie-erlaubt	131	76	89.2%	0
/muellgebuehren-mehrfamilienhaus-berechnung	122	52	54.0%	0
/guenstig-wohnen-berlin-bezirke-2025	116	74	81.6%	0
/brandschutz-tiefgarage-mehrfamilienhaus-regeln	109	46	37.9%	0
/allgemeinstrom-mehrfamilienhaus-berechnung	76	39	39.4%	0

COMMENTARY

The two lowest-traffic pages in the top 10 both cracked 86 percent engagement. /wasserleitungen-mehrfamilienhaus and /ist-das-wohnen-in-einer-gewerbeimmobilie-erlaubt each drew 131 sessions and held visitors at rates of 86.7 and 89.2 percent. By contrast, the most commercially relevant page, /lohnt-sich-ein-makler-bei-der-wohnungssuche-in-berlin, pulled 209 sessions but engaged only 43 percent of them. Zero key events fired across all 10 pages, including /die-reichsten-stadtteile-berlins at 384 sessions. That gap spans 143 organic pages and

makes it impossible to know how many visitors actually contact QUIN. Adding `generate_lead`, `contact_form_submission`, and `phone_click` as key events would close this blind spot before June's data lands.

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

6.0

+0 MoM

LIVE BACKLINKS

530

REFERRING DOMAINS

396

+187 MoM

ORGANIC KEYWORDS

422

COMMENTARY

Referring domains surged from 215 in April to 396 in May, a gain of 187 in one month. That is the steepest single-month rise in the 17-month dataset. DR held flat at 6.0 for the fourth consecutive month, despite that inflow. The same pattern appeared in January, when referring domains jumped from 132 to 233 with no DR response. When 187 new domains arrive and DR does not move, most of those links likely carry very low authority. A June audit of the new domain sources will confirm whether this is genuine link growth or noise worth disavowing.

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



quininvestment.com

← CLIENT

Traffic	1,984
Keywords	422
Backlinks	530
Refdomains	396

https://www.bsk-immobilien.de/

Traffic	7,027
Keywords	321
Backlinks	1,116
Refdomains	263

https://david-borck.de/

Traffic	540
Keywords	50
Backlinks	1,877
Refdomains	464

https://blacklabelimmobilien.de/

Traffic	429
Keywords	125
Backlinks	2,323
Refdomains	574

COMMENTARY

QUIN leads all three competitors on indexed keywords with 422, despite carrying the lowest domain rating in the set at 6. BSK Immobilien holds the traffic lead at 7,027 monthly visitors versus QUIN's 1,984 and accelerated faster in May, growing 32 percent against QUIN's 16. The DR gap from 6 to 29 is structural and will not close inside 18 months. QUIN's referring domain base of 396 already tops BSK's 263, which is the more actionable lever. Sustaining the +187 referring domain gain

from May into June would keep QUIN on a trajectory to halve BSK's traffic lead within two quarters.

Closing takeaway

MAY 2026

Organic sessions reached 3,097 in May, up 16% month on month and 154% year on year. Referring domains surged by 187 in a single month, an unusually sharp gain for a DR 6 site. Against that, impressions fell 11% and all 9 tracked keywords remain off-page. Zero recorded conversions across 3,097 sessions is the clearest open question. For June, the backlink gain matters only if it starts moving those 9 keywords into the top 100 and generating leads.