

Monthly KPI Report

Ukulele Tabs · ukulele-tabs.com · Global · 1 to 30 June 2026

ORGANIC SESSIONS

1,062,525

-0.6% MoM

GSC IMPRESSIONS

14,555,870

DOMAIN RATING

50

AVG POSITION

6.4

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

1,062,525

-0.6% MoM

GSC IMPRESSIONS

14,555,870

-0.5% MoM

GSC CLICKS

1,625,363

-1.3% MoM

TRACKED KEYWORD MOVEMENT

**2 gained / 1
lost**

9 in top 100

REFERRING DOMAINS

4,764

-46 MoM

SESSIONS YEAR ON YEAR

-2.2%

1,371,475 sessions this month

TAKEAWAY

The story is marginal softness across 5 of 6 metrics, not a structural retreat. Organic sessions slipped 0.6% MoM to 1.06 million while GSC clicks fell a steeper 1.3% to 1.6 million. Keyword rankings moved net positive: 2 of the 9 tracked terms gained positions and 1 lost. Against those gains, referring domains fell 46 MoM and the year-on-year gap remains at -2.2%. Net: if the 2 keyword gains hold in July, the clicks trend should start to reverse.

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

1,062,525

-0.6% MoM

TOTAL SESSIONS

1,371,475

+3.4% MoM

ENGAGED SESSIONS

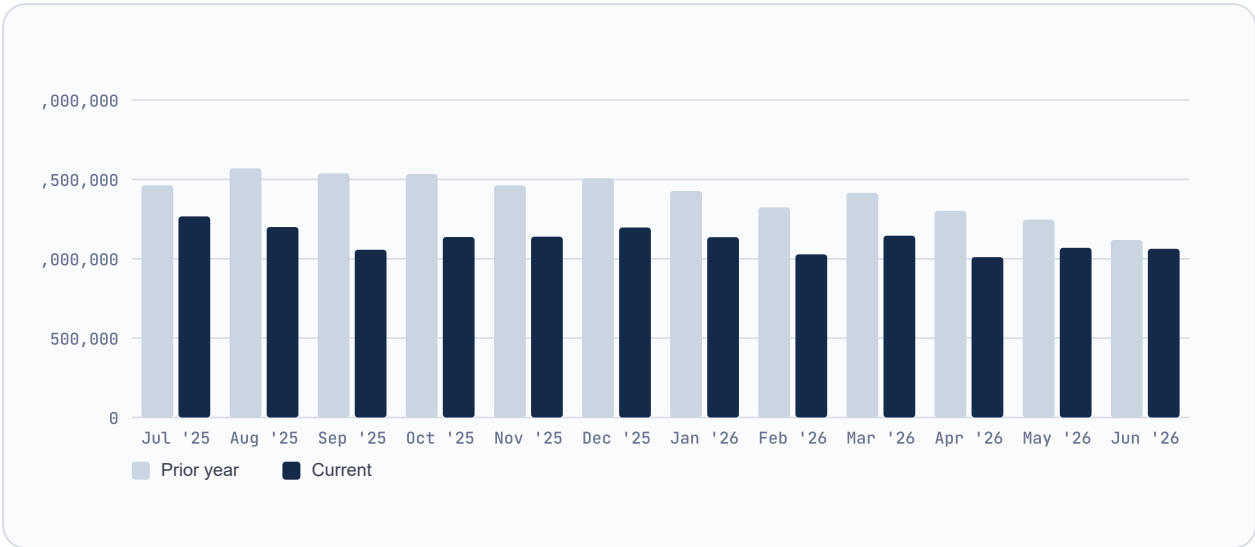
562,305

-1.4% MoM

ENGAGEMENT RATE

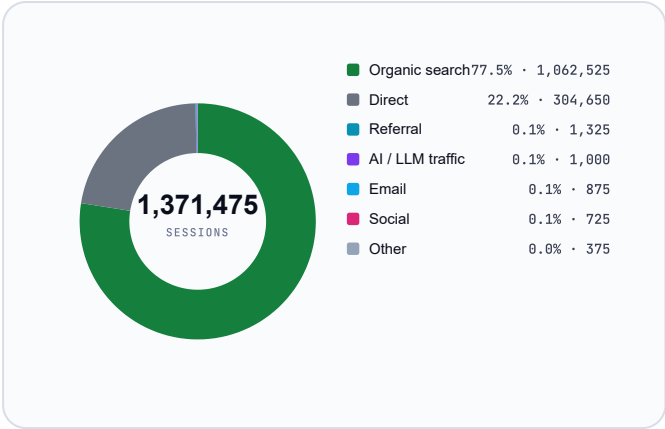
41.0%

ORGANIC SESSIONS YEAR OVER YEAR



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

CHANNEL BREAKDOWN



ORGANIC SEARCH

1,062,525

-0.6%

AI / LLM TRAFFIC

1,000

+33.3%

DIRECT

304,650

+20.5%

REFERRAL

1,325

-32.9%

SOCIAL

725

-38.3%

EMAIL

875

+34.6%

OTHER

375

+66.7%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	925	700	+225
Gemini	25	0	+25
Perplexity	25	25	+0

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
Copilot	25	25	+0

COMMENTARY

Organic search delivered 1,062,525 sessions in June, down less than 1 percent on May and 5 percent below June 2025. Total sessions rose 3.4 percent to 1,371,475, lifted by direct traffic jumping 21 percent to 304,650. The engagement rate slipped 2 percentage points to 41 percent, likely reflecting that direct visitors engage less deeply than search arrivals. LLM traffic totaled 1,000 sessions, up 33 percent, with ChatGPT accounting for 925 of those and Gemini appearing for the first time at 25. If direct holds its 22 percent session share into July, the site will need organic quality gains to offset the engagement drag.

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

1,625,363

-1.3% MoM

IMPRESSIONS

14,555,870

-0.5% MoM

CTR

11.17%

AVG POSITION

6.4

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	13,943	34,562	40.34%	3.2	405
Non-branded	744,746	3,742,902	19.90%	3.4	24052

Branded share of clicks: 1.8%

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
ukulele chords	20052	169170	11.85%	2.9
riptide ukulele chords	10855	25901	41.91%	2.2
ukulele songs	9093	78668	11.56%	2.2
ukulele tabs	7975	16500	48.33%	2.7
somewhere over the rainbow ukulele	6381	25801	24.73%	3.8
im yours ukulele chords	6037	11882	50.81%	2.5
ukulele chords songs	5969	18689	31.94%	1.9
somewhere over the rainbow ukulele chords	5787	17302	33.45%	3.0
riptide ukulele	4989	13016	38.33%	2.1
easy ukulele songs	4544	17539	25.91%	1.7

COMMENTARY

June clicks landed at 1.63 million, down 1.3% month-on-month, while average position strengthened to 6.4 from 12.7 a year earlier. Branded queries generate just 1.8% of total clicks, so the site's reach rests almost entirely on song titles and chord searches. Non-branded terms average position 3.4 across 24,052 queries, pointing to genuine topical authority in the tab library. The Philippines alone drove 462,000 clicks (about 28% of June's total), and a Spanish-language tab for "Chachacha Acustico" cracked the top 10 pages by click volume. Expanding Spanish and Filipino content looks like the clearest path to meaningful volume gains in July.

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

9/9

GAINED

2

LOST

1

STILL OFF PAGE

0

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
ukulele chords	90500	28	3	2	+1	/
ukulele tabs	18100	53	1	1	no change	/
uke chords	90500	29	2	2	no change	/
uke tabs	18100	62	2	2	no change	/
ukulele chords songs	5400	28	1	2	-1	/
easy ukulele tabs	1600	11	1	1	no change	/uke-songs/difficulty/beginner,2.html
somewhere over the rainbow ukulele chords	18100	12	1	1	no change	/uke-songs/israel-kamakawiwoole/somewhere-over-the-rainbow-uke-tab-11761.html
im yours ukulele chords	2400	53	2	1	+1	/uke-songs/jason-mraz/im-yours-uke-tab-11804.html

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
riptide ukulele chords	18100	3	1	1	no change	/uke-songs/vance-joy/riptide-uke-tab-31868.html

Biggest mover: **ukulele chords** (3 → 2, +1)

Biggest drop: **ukulele chords songs** (1 → 2, -1)

COMMENTARY

All 9 tracked keywords sit inside the top 10 this month. The biggest gain comes from "ukulele chords" (90,500 monthly searches), climbing from position 3 to 2. "I'm Yours ukulele chords" also moved up 1 place to reach position 1 on a 2,400-search term. The only slip is "ukulele chords songs" (5,400 searches), which fell from 1 to 2. The homepage ranks for 5 of the 9 tracked terms, and no dedicated songs page exists to push that slot upward. Six of 9 terms are unchanged, a defensible position at these volumes. A dedicated songs hub could close that 1-position gap in July.

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
/	40398	33530	83.0%	0
/uke-songs/vance-joy/riptide-uke-tab-31868.html	20976	6922	33.0%	0
/uke-songs/israel-kamakawiwoole/somewhere-over-the-rainbow-uke-tab-11761.html	18659	5598	30.0%	0
/uke-songs/difficulty/beginner,2.html	15394	12931	84.0%	0
/uke-songs/elvis-presley/cant-help-falling-in-love-with-you-uke-tab-13973.html	14197	5395	38.0%	0
/uke-songs/jason-mraz/im-yours-uke-tab-11804.html	11677	4437	38.0%	0
/famous-ukulele-songs.html	11044	8725	79.0%	0
/es/tablaturas/josean-log/chachacha-acustico-uke-tab-49952.html	7678	2611	34.0%	0
/uke-songs/bruno-mars/count-on-me-uke-tab-16410.html	5759	1958	34.0%	0
/uke-songs/eraserheads/huling-el-bimbo-uke-tab-26901.html	5357	2196	41.0%	0

COMMENTARY

The beginner-difficulty filter page drew 15,394 sessions at an 84% engagement rate, the highest of any page in the top 10. The homepage posted 83% engagement across 40,398 sessions. Individual song tab pages sit far lower: Riptide, Somewhere Over the Rainbow, and I'm Yours each ranged between 30% and 38%, suggesting users land, scan the tab, and exit without deeper interaction. The /famous-ukulele-songs.html hub page held at 79%, confirming that discovery

pages consistently outperform destination pages on this property. Zero key events fired across all 211 organic pages. Without a tab_view or scroll_depth event configured, there is no way to measure what this audience actually does with the content after it lands.

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

50.0

+0 MoM

LIVE BACKLINKS

189,965

REFERRING DOMAINS

4,764

-46 MoM

ORGANIC KEYWORDS

24,679

COMMENTARY

DR has held at 50 for nine consecutive months after slipping from 52 in mid-2025. Referring domains fell by 46 this month to 4,741, but that number is still more than triple the 1,433 recorded in January 2025. The 12-month reldomain growth story remains intact despite the small June dip. With nearly 190,000 live backlinks across 4,764 domains, the profile has real breadth. The organic traffic recovery to 578,898 in June suggests the link base is doing its job. If reldomains keep contracting in July, a targeted outreach push on tab-adjacent music education sites would be the logical next step.

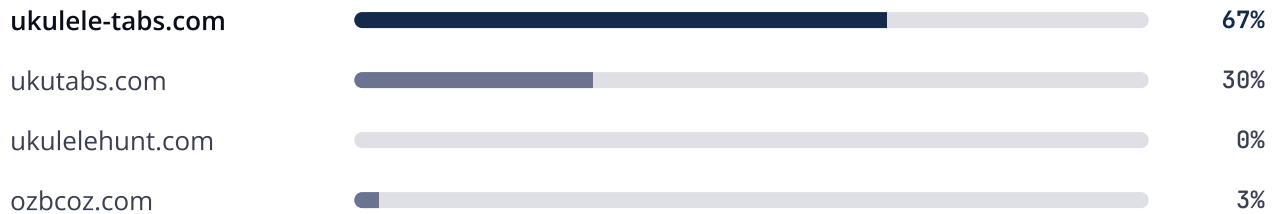
06 Competitive landscape

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



ukulele-tabs.com

← CLIENT

Traffic	591,586
Keywords	24,679
Backlinks	189,965
Refdomains	4,764

ukutabs.com

Traffic	262,745
Keywords	14,721
Backlinks	40,555
Refdomains	3,344

ukulelehunt.com

Traffic	2,013
Keywords	175
Backlinks	165,410
Refdomains	946

ozbcoz.com

Traffic	27,810
Keywords	6,712
Backlinks	10,854
Refdomains	638

COMMENTARY

Ukulele-tabs.com leads the competitive set with 591,586 organic visits in June, roughly 2.3 times ukutabs.com's 262,745. The gap widened as ukutabs.com shed 12.7% of its traffic this month. Ukulelehunt.com fell harder still, dropping 67.2% to just 2,013 visits. Ozbcoz.com was essentially flat at 27,810. The counter-signal is ukutabs.com's refdomain gain of 475 despite its traffic decline. New links tend to influence rankings within 60 to 90 days, so a ukutabs.com recovery attempt is

plausible in July or August and the 2.3x traffic lead should be treated as provisional rather than locked in.

Closing takeaway

JUNE 2026

June held organic sessions nearly flat at 1,062,525, down 0.6% month on month. Year-on-year GSC clicks grew 5.9% to 1,625,363, the more durable read given seasonal softness in June. The "ukulele chords" keyword climbed from position 3 to position 2 on a 90,500-search term. All 9 tracked keywords held the top 10. Against that, referring domains shed 46 to reach 4,764 and average position slipped 0.35 positions. ChatGPT referrals grew 32% to 925 sessions, directionally positive but too small to register on the organic total. Implication for July: a second referring domain decline above 40 domains would justify a backlink audit before back-to-school traffic arrives.