

Monthly KPI Report

Vape Direct · vapedirect.com · GB · 1 to 31 May 2026

ORGANIC SESSIONS

15,686

+7.5% MoM

GSC IMPRESSIONS

1,488,652

-10.9% MoM

DOMAIN RATING

33

+1 MoM

AVG POSITION

10.4

-1.5 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

15,686

+7.5% MoM

GSC IMPRESSIONS

1,488,652

-10.9% MoM

GSC CLICKS

14,652

-0.4% MoM

TRACKED KEYWORD
MOVEMENT

**8 gained / 0
lost**

8 in top 100

REFERRING DOMAINS

482

+153 MoM

SESSIONS YEAR ON YEAR

+40.0%

21,613 sessions this month

TAKEAWAY

Five of six growth signals moved in a positive direction in May, pointing to a broadly healthy month. Referring domains surged by 153 in a single month, reaching 482 total. Organic sessions climbed 7.5% MoM to 15,686, and the year-on-year reading of +40.0% suggests this momentum is durable. GSC impressions fell 10.9% MoM, the only reading to move against the trend. Clicks held nearly flat at -0.4%, and 8 tracked keywords entered the top 100 with 0 losses. If impressions do not recover in June, a clicks drag is likely to follow within 30 days.

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

15,686

+7.5% MoM

TOTAL SESSIONS

21,613

-48.8% MoM

ENGAGED SESSIONS

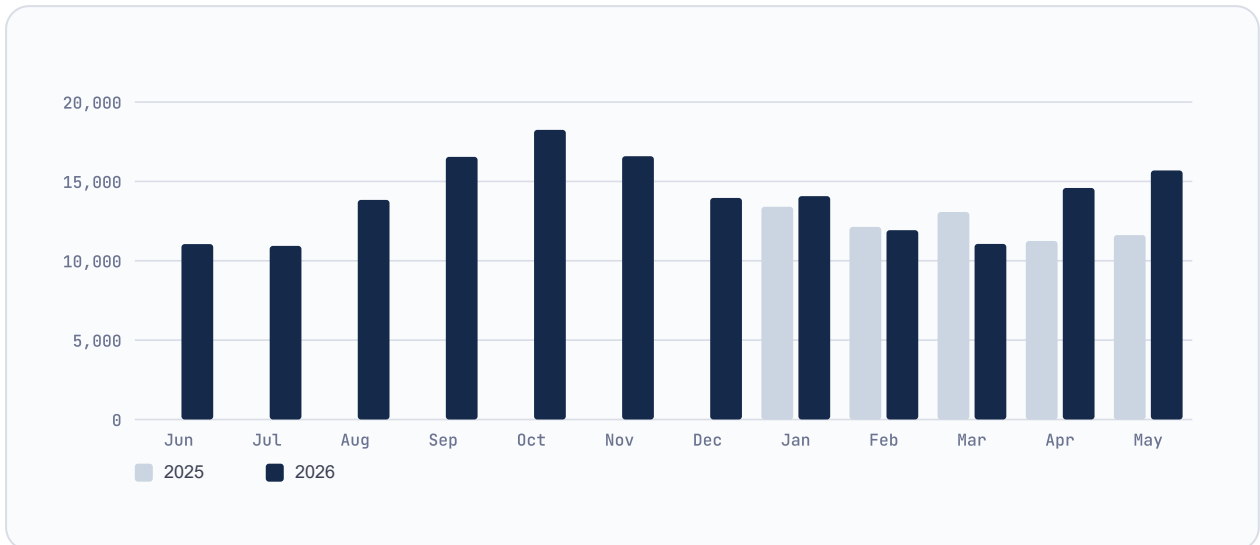
7,267

+5.3% MoM

ENGAGEMENT RATE

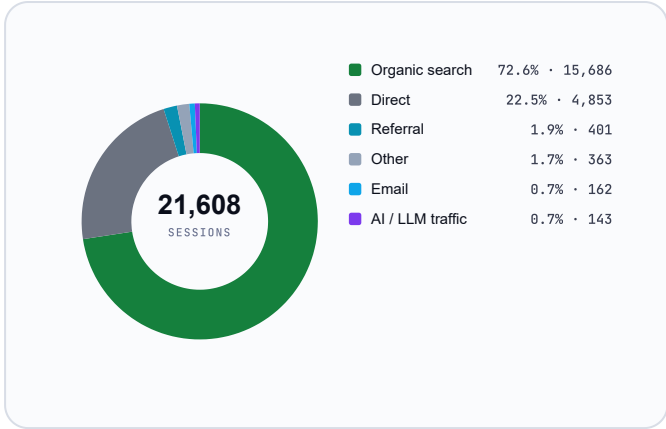
33.6%

ORGANIC SESSIONS YEAR OVER YEAR



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

CHANNEL BREAKDOWN



ORGANIC SEARCH

15,686

+7.5%

AI / LLM TRAFFIC

143

-9.5%

DIRECT

4,853

-81.3%

REFERRAL

401

+43.2%

EMAIL

162

+51.4%

OTHER

363

-66.4%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	137	150	-13
Gemini	3	6	-3
Claude	2	1	+1
Perplexity	1	1	+0

COMMENTARY

Organic search grew to 15,686 sessions in May, up 7.5 percent on April and 35 percent year on year. Engagement rate rose from 20.6 to 33.6 percent, while organic conversions gained 20 percent to reach 1,117. Total sessions fell 49 percent, but direct traffic collapsing 81 percent to 4,853 explains all of that. Organic now holds 72.6 percent of the session mix and generated £21,603 in revenue. LLM traffic held at 143 sessions, with ChatGPT delivering 137 of them. If the direct channel stabilises in June, organic can realistically approach 16,000 sessions, a level last held in November 2025.

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

21,603

+21.5% MoM

PURCHASES

1,117

+20.2% MoM

CONVERSION RATE

7.1%

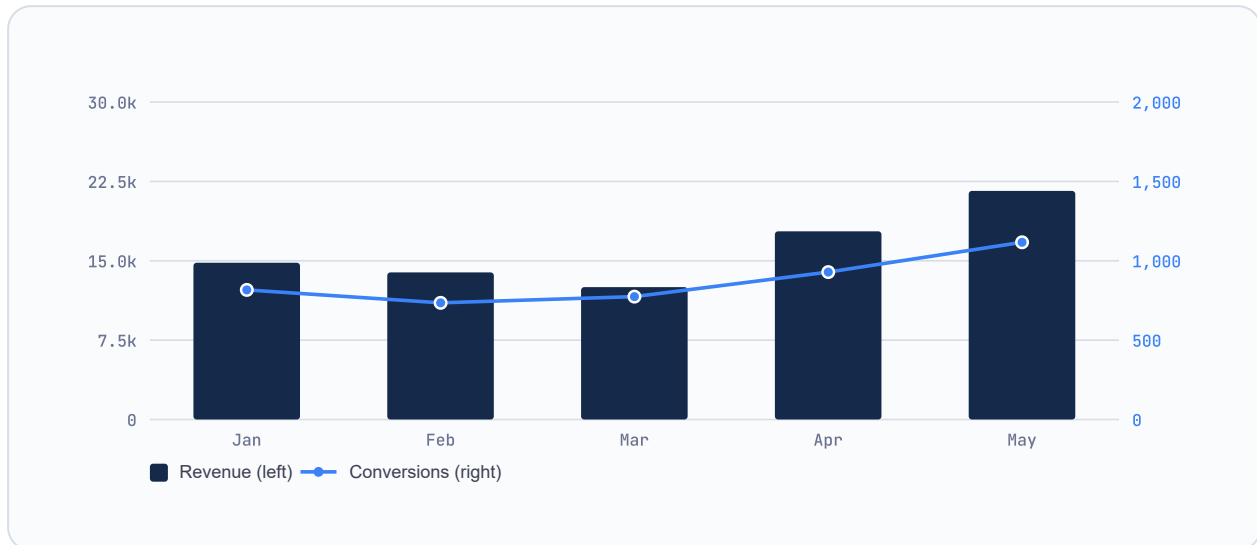
+11.9% MoM

AVG ORDER VALUE

19.3

+1.0% MoM

ORGANIC REVENUE & PURCHASES BY MONTH



TOP ORGANIC PAGES BY REVENUE

LANDING PAGE	REVENUE	PURCHASES
/	16,302	826
/cart	776.6	34
/products/vpo-pnp-x-dtl-pods-5ml	564.6	35
/pages/vape-direct-stacey-bushes	512.1	26

LANDING PAGE	REVENUE	PURCHASES
/search	390.7	18

► Methodology & assumptions

COMMENTARY

Organic search delivered 1,117 purchases in May, up 20 percent from 929 in April. Revenue reached £21,603, a 21 percent gain and the highest month in a 5-month window. Sessions grew 8 percent, but the conversion rate climbed from 6.4 percent to 7.1 percent, driving a 20 percent purchase gain. Average order value held at £19.34, so gains came from volume and rate, not basket size. The homepage absorbed 826 of 1,117 purchases, a 74 percent concentration. Watch whether the conversion rate holds above 7 percent in June, which would confirm structural improvement rather than a seasonal one-month push.

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

14,652

-0.4% MoM

IMPRESSIONS

1,488,652

-10.9% MoM

CTR

0.98%

AVG POSITION

10.4

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	264	896	29.46%	2.8	5
Non-branded	6,896	656,010	1.05%	10.6	33948

Branded share of clicks: **3.7%**

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
vape	1476	53301	2.77%	6.9
vape direct	1267	3534	35.85%	2.3
vapedirect	264	778	33.93%	2.1
vape direct mk	149	251	59.36%	1.0
vape direct stacey bushes	144	285	50.53%	1.0
vapes	115	9995	1.15%	12.7
vape shop	70	11279	0.62%	13.3
vape shop stacey bushes	70	228	30.70%	2.0
vape direct uk	64	140	45.71%	1.2
vape shops near me	53	13311	0.40%	9.1

COMMENTARY

03 Tracked keywords

DATAFORSEO SERP · 2826/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

8/10

GAINED

8

LOST

0

STILL OFF PAGE

2

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
Vape Shops	-	-	>100	26	+75 (new)	/
Vape shop milton keynes	-	-	>100	1	+100 (new)	/
Vape shop stacey bushes	-	-	>100	1	+100 (new)	/
vape stores near me	-	-	>100	>100	still off	-
how many puffs in a cigarette	-	-	>100	2	+99 (new)	/blogs/the-vape-room-101/vaping-in-the-uk-how-many-puffs
How long does nicotine stay in your system	-	-	>100	44	+57 (new)	/blogs/the-vape-room-101/how-long-does-nicotine-remain-in-your-body-for
Can elf bars kill you	-	-	>100	>100	still off	-
grape elf bar	-	-	>100	17	+84 (new)	/products/grape-elf-bar-600-prefilled-kit

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
non nicotine vape	-	-	>100	54	+47 (new)	/blogs/the-vape-room-101/ best-nicotine-free-vapes-for -2025
vape juice	-	-	>100	30	+71 (new)	/collections/e-liquids

Biggest mover: **Vape shop milton keynes** (>100 → 1, +100)

COMMENTARY

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
/	4307	3075	67.6%	0
/blogs/the-vape-room-101/how-to-use-a-push-button-vape-pen-a-beginners-guide	654	46	4.0%	0
/blogs/vaping-news/how-to-fix-check-atomizer	481	52	3.6%	0
/blogs/the-vape-room-101/how-to-fix-vape-juice-coming-through-your-mouthpiece-issue	413	28	1.7%	0
/blogs/the-vape-room-101/why-your-vape-tastes-burnt-even-with-a-new-coil	311	18	2.9%	0
/blogs/the-vape-room-101/understanding-ohms-and-resistance-in-vaping-explained-simply	259	26	19.1%	0
/products/vpo-pnp-x-dtl-pods-5ml	258	76	76.3%	0
/blogs/the-vape-room-101/does-vaping-break-your-fast	258	15	1.2%	0
/blogs/the-vape-room-101/differences-between-salt-nic-and-regular-e-liquids	230	25	5.5%	0
/blogs/the-vape-room-101/puff-vs-inhale-how-to-hit-a-vape-like-a-pro	221	17	2.6%	0

COMMENTARY

The homepage led with 4,307 sessions at a 67.6% engagement rate. The sole product page in the top 10 posted 76.3% engagement across 258 sessions, which suggests commercial-intent visitors engage more deeply than informational ones. Nine of the ten top pages are troubleshooting blog posts. Most sit below 5% engagement, with the burnt-taste post at 2.9% and the mouthpiece-leak guide at 1.7%, consistent with answer-seekers bouncing after a single page. Across all 1,029

organic landing pages, key events recorded zero. Setting up add_to_cart, begin_checkout, and purchase as key events would make the gap between blog traffic and transaction outcomes measurable next month.

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

33.0

+1 MoM

LIVE BACKLINKS

1,885

REFERRING DOMAINS

482

+153 MoM

ORGANIC KEYWORDS

3,054

COMMENTARY

Referring domains surged by 153 in May, jumping from 331 to 484. DR moved just 1 point across that same window, from 32 to 33. Twelve months ago DR sat at 21 before dipping to 16 in June 2025. It has recovered to 33 since then, so the annual direction is positive. A 46 percent reldomain gain producing only 1 DR point suggests most of the new sources are low authority. Audit that cohort of 153 in June before treating the spike as a link-building win.

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



vapedirect.com

← CLIENT

Traffic	21,132
Keywords	3,054
Backlinks	1,885
Refdomains	482

https://www.vaporfi.com/

Traffic	67,306
Keywords	11,908
Backlinks	945,699
Refdomains	4,114

http://vapetime.co.uk/

Traffic	182
Keywords	71
Backlinks	986
Refdomains	320

https://vaping101.co.uk/

Traffic	18,903
Keywords	2,437
Backlinks	81,407
Refdomains	1,081

COMMENTARY

Vape Direct posted the strongest traffic growth among the 4 tracked domains in May at 8.3%. It now leads Vaping101 on organic traffic (21,132 vs 18,903) despite trailing by 18 domain rating points. VaporFi shed 41.3% of its organic traffic, a drop too steep to attribute to seasonal patterns alone. The DR 56 leader still holds 4,114 referring domains against Vape Direct's 482, a gap that will not close in 2026. The realistic authority target is Vaping101's 1,081 referring domains, 599 ahead of the

client. A second consecutive VaporFi decline in June would reduce the effective competitive field to 1 meaningful rival.

Closing takeaway

MAY 2026

Organic sessions grew 7.5% month on month to 15,686, and the year-on-year rate stands at 35%. Referring domains added 153 in May to reach 482, the single largest metric shift in this report. GSC impressions fell 10.9% to 1.49 million while clicks held nearly flat at 14,652, a gap consistent with losing low-CTR, informational query exposure rather than commercial terms. Average position improved 1.5 places to 10.4, and 8 of 10 tracked keywords entered the top 100 from previously unranked. Implication for June: if the 153-domain gain sustains rather than corrects, those 8 new positions are the first place to expect movement.