

Monthly KPI Report

Zwarte Roes · zwarteroes.nl · NL · 1 to 30 April 2026

ORGANIC SESSIONS

5,100

-18.4% MoM

GSC IMPRESSIONS

615,723

-16.9% MoM

DOMAIN RATING

23

+2 MoM

AVG POSITION

10.9

-0.5 MoM (lower is better)

April was a contraction month, down 18 percent in organic sessions to 5,100. GSC impressions fell in parallel, dropping 17 percent to 615,723. Average ranking position improved by 0.5 points to 10.9, which points to a smaller query pool rather than a slide in placement quality. Domain rating added 2 points to reach 23, and 6 of 7 tracked keywords entered the top 100 for the first time. Those 6 new entrants have not yet broken into the top 20, so May will show whether early visibility converts to clicks.

Growth signals

APRIL 2026 VS MARCH 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

5,100

-18.4% MoM

GSC IMPRESSIONS

615,723

-16.9% MoM

GSC CLICKS

5,888

-21.5% MoM

TRACKED KEYWORD
MOVEMENT

6 gained / 0 lost

6 in top 100

REFERRING DOMAINS

151

+16 MoM

SESSIONS YEAR ON
YEAR

-47.4%

13,018 sessions this
month

TAKEAWAY

April brought a broad pullback across all three core traffic metrics. Organic sessions fell 18% month on month to 5,100, and GSC clicks declined 22%. Impressions dropped 17% to roughly 616,000. Sessions also sit 47% below April 2025, a structural gap that monthly momentum alone will not close. Two readings cut against that direction. Six tracked keywords entered the top 100 with zero losses, and referring domains grew by 16 to reach 151. Whether those authority gains convert to clicks in May is the metric that matters most.

01 Global organic

GA4 · 1 TO 30 APRIL 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

5,100

-18.4% MoM

TOTAL SESSIONS

13,018

-24.1% MoM

ENGAGED SESSIONS

10,392

-24.7% MoM

ENGAGEMENT RATE

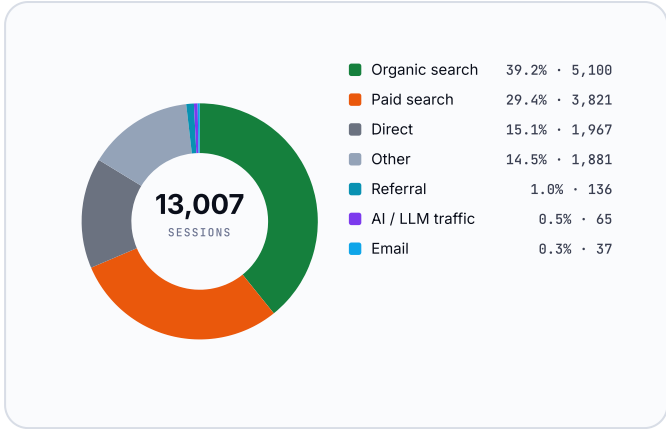
79.8%

ORGANIC SESSIONS YEAR OVER YEAR



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

CHANNEL BREAKDOWN



ORGANIC SEARCH

5,100

-18.4%

AI / LLM TRAFFIC

65

-36.3%

PAID SEARCH

3,821

-28.5%

DIRECT

1,967

-29.0%

REFERRAL

136

-38.7%

EMAIL

37

-22.9%

OTHER

1,881

-22.3%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	59	99	-40
Gemini	3	0	+3
Claude	2	2	+0

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
Perplexity	1	1	+0

COMMENTARY

Organic search delivered 5,100 sessions in April, down 18 percent on March and 59 percent below April 2025's 12,306. The engagement rate held at 79.8 percent, two points below March and nearly five points off April 2025. Against that, organic revenue rose 6 percent to 3,385 euros. Conversions climbed from 54 to 57, suggesting the remaining traffic converts more efficiently. ChatGPT sent 59 sessions, down 40 percent, making it the only material AI referrer. April's 5,100 is the lowest organic reading in 16 months. May will test whether April's revenue efficiency persists or reverses as the session base contracts further.

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

3,386

+6.3% MoM

PURCHASES

57

+5.6% MoM

CONVERSION RATE

1.1%

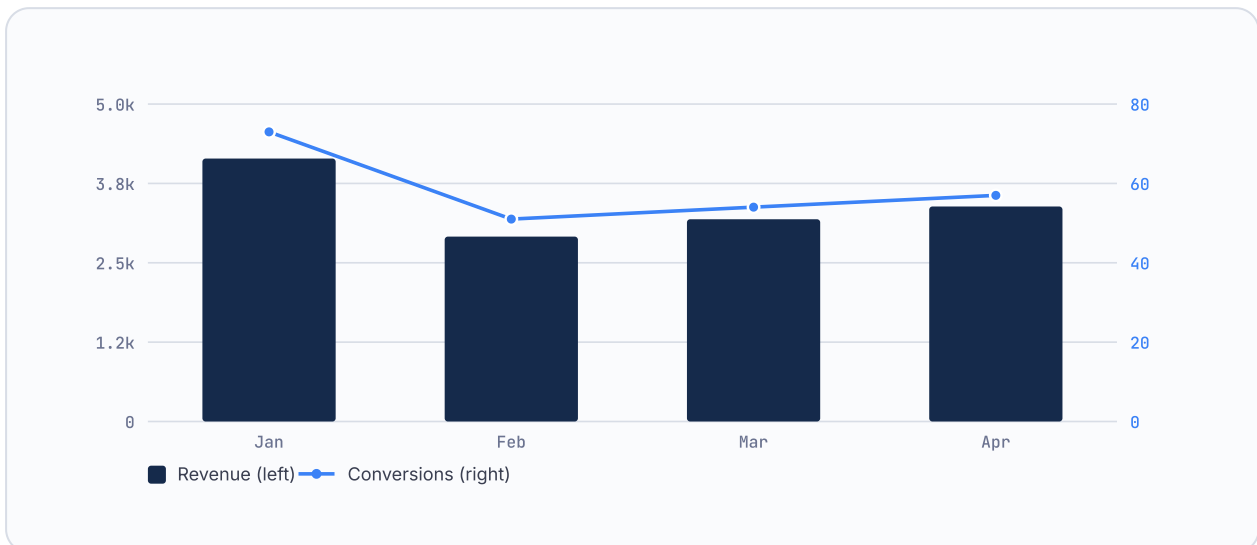
+29.4% MoM

AVG ORDER VALUE

59.4

+0.7% MoM

ORGANIC REVENUE & PURCHASES BY MONTH



TOP ORGANIC PAGES BY REVENUE

LANDING PAGE	REVENUE	PURCHASES
/	1,907	28
/pages/kortingscodes	139.6	2
/collections/koffiebonen	139.5	3

LANDING PAGE	REVENUE	PURCHASES
/blogs/specialty-coffee/de-4-beste-koffiebonen-voor-de-jura-e8	124.1	2
/blogs/koffietips/een-volautomaat-koffiemachine-instellen	118.8	1

► Methodology & assumptions

COMMENTARY

Organic revenue reached €3,386 in April, up 6 percent from March despite sessions falling 18 percent to 5,100. Conversions rose to 57 from 54, lifting the conversion rate to 1.12 percent, a 29 percent jump month on month. The homepage drove 28 of the 57 purchases from just 257 organic sessions, an 11 percent conversion rate that accounts for most of the efficiency gain. Average order value held at €59, so the revenue lift came from purchase volume, not basket size. With sessions down for a third consecutive month, May's numbers will test whether that homepage conversion rate is a repeatable trend or a single-month spike.

02 Search visibility

GSC · 1 TO 30 APRIL 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

5,888

-21.5% MoM

IMPRESSIONS

615,723

-16.9% MoM

CTR

0.96%

AVG POSITION

10.9

CLICKS AND IMPRESSIONS OVER TIME

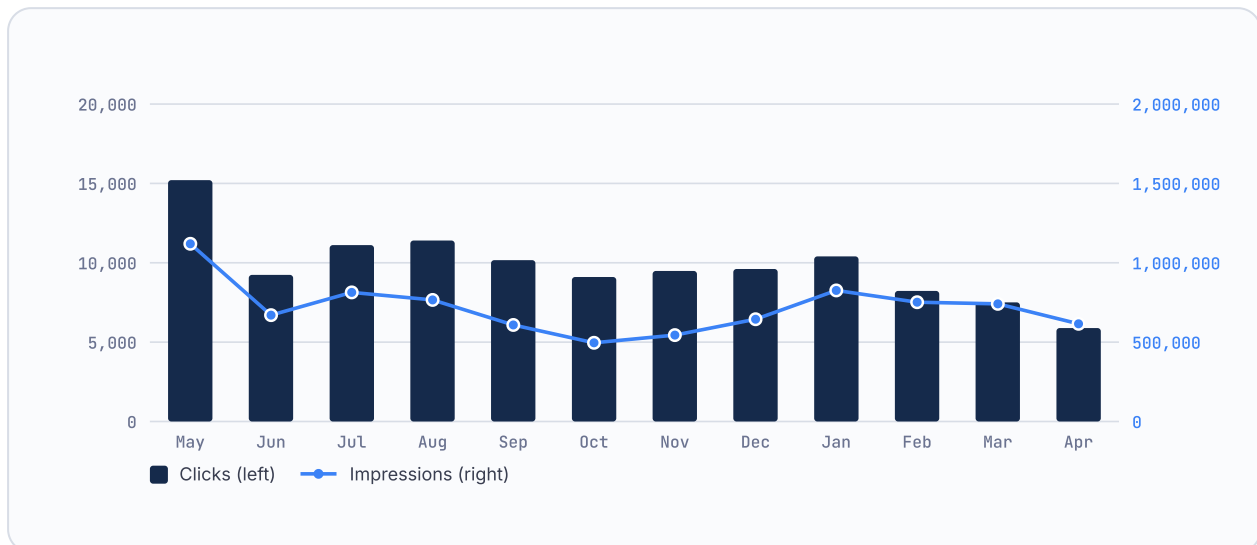


Chart accumulates additional months as new reports are generated.

BRANDED VS NON-BRANDED

	CLICKS	IMPRESSIONS	CTR	AVG POSITION	QUERIES
Branded	104	1,439	7.23%	6.4	9
Non-branded	2,047	347,350	0.59%	15.9	33108

Branded share of clicks: 4.8%

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
zwarte roes	56	809	6.92%	1.5
freddo espresso	49	1429	3.43%	4.9
sage barista express	49	13427	0.36%	8.3
sage barista express review	35	151	23.18%	5.1
cola zero caffeine	30	2654	1.13%	6.2
zwarte roes koffie	21	344	6.10%	1.0
koffiemolen handmatig	19	1090	1.74%	7.6
wdt tool	18	676	2.66%	7.1
burr grinder	15	316	4.75%	22.0
italiaanse espresso machine	15	174	8.62%	3.5

COMMENTARY

Clicks fell 21.5% month on month to 5,888, continuing a decline that has removed 61% of April 2025's 15,059. Average position slipped to 10.9 while impressions dropped 17% to 615,723, suggesting fewer queries reached Google's result set rather than a broad rankings collapse. Non-branded terms average position 15.9 across 33,108 queries, putting most of the site's organic potential outside page one. "Sage barista express" collected 13,427 impressions at position 8.3 but produced only 49 clicks (0.36% CTR). Pushing that query from position 8 into the top 5 is the clearest single lever for May.

03 Tracked keywords

DATAFORSEO SERP · 2528/NL

WHAT WE MEASURE

Ten 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

6/7

GAINED

6

LOST

0

STILL OFF PAGE

1

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
beste koffie	480	-	>100	>100	still off	-
koffiebonen	18100	12	>100	43	+58 (new)	/collections/koffiebonen
vers gebrande koffiebonen	880	4	>100	18	+83 (new)	/collections/koffiebonen
decaf koffie	1600	-	>100	44	+57 (new)	/collections/decaf
koffiebonen bewaren	590	-	>100	28	+73 (new)	/blogs/koffietips/hoe-moet-je-vers-gebrande-koffiebonen-bewaren
affogato	18100	-	>100	56	+45 (new)	/blogs/koffietips/het-af-fogato-recept
specialty coffee	18100	-	>100	22	+79 (new)	/

Biggest mover: **vers gebrande koffiebonen** (>100 → 18, +83)

COMMENTARY

Six of 7 tracked keywords entered the top 100 in April, establishing a first measurable baseline for Zwarte Roes. "Vers gebrande koffiebonen" landed at position 18 with a CPC of €3.02, the highest commercial value in the set. "Specialty coffee" reached position 22 but ranks through the homepage, not the /blogs/specialty-coffee target page. That URL mismatch limits click-through quality on a term with 18,100 monthly searches. "Beste koffie" was not found within the top 97 positions scanned. Fixing the "specialty coffee" page signal in May is the clearest lever available before building new keyword targets.

04 Top organic landing pages

GA4 · 1 TO 30 APRIL 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
/	257	227	95.0%	0
(not set)	227	4	0.5%	0
/blogs/koffie-benodigdheden/de-4-beste-koffiemachines-met-weinig-onderhoud	224	220	99.1%	0
/blogs/koffietips/sage-barista-express-pro-instellen	192	184	98.9%	0
/blogs/koffie-benodigdheden/sage-barista-express-review-nieuwste-model-dit-moet-je-weten	174	168	99.1%	0
/blogs/koffie-benodigdheden/beste-koffiemolen-burr-grinders	141	135	98.9%	0
/blogs/koffie-zetten/de-4-beste-italianse-espressomachines	139	135	99.2%	0
/blogs/koffie-benodigdheden/beste-handmatige-koffie-molen	131	126	99.0%	0
/blogs/koffie-feiten/hoeveel-cafeine-zit-er-in-cola-zero	119	114	98.8%	0
/blogs/koffie-benodigdheden/beste-espressomachines	118	117	99.7%	0

COMMENTARY

Six of the top 10 landing pages are blog posts, each showing engagement rates between 98.8 and 99.7 percent. The Sage Barista Express Pro setup guide led with 192 sessions at 98.9 percent engagement. The homepage added 257 sessions at 95.0 percent, a strong top-of-funnel number. A data quality flag sits in the mix: 227 sessions labeled "(not set)" recorded only 0.48 percent

engagement, and that gap should be investigated before May data compounds the issue. Zero key events were recorded across all 531 organic pages in April. Setting up add_to_cart, begin_checkout, and purchase as 3 key events would reveal whether this qualified traffic is converting.

05 Backlink profile

AHREFS SITE EXPLORER • END OF APRIL 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

23.0

+2 MoM

LIVE BACKLINKS

382

REFERRING DOMAINS

151

+16 MoM

ORGANIC KEYWORDS

1,282

COMMENTARY

DR climbed 2 points to 23 in April, recovering steadily from a low of 20 in late 2025. That low followed a sharp reldomain decline: referring domains fell from 201 in October 2025 to 130 by March 2026, losing 71 sources in five months. April reversed that trend, adding 16 domains to reach 151 live referring domains. The count is still 50 below the October 2025 peak, which means DR at 23 rests on a thinner base than the 24 reading seen in mid-2025. Sustaining reldomain growth above 160 next month would give DR a credible path back above 24.

06 Competitive landscape

AHREFS · END OF APRIL 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.

zwarteroes.nl

← CLIENT

Traffic	6,985
Keywords	1,282
Backlinks	382
Refdomains	151

wakuli.com

Traffic	6,662
Keywords	601
Backlinks	4,867
Refdomains	436

specialtycoffee.nl

Traffic	1,507
Keywords	203
Backlinks	908
Refdomains	227

giraffecoffee.com

Traffic	8,753
Keywords	662
Backlinks	733
Refdomains	306

COMMENTARY

Zwarte Roes holds the largest keyword footprint in the peer set at 1,282 ranked terms, about 1.9 times giraffecoffee.com's 662. That breadth did not protect against a 26% traffic drop in April, while giraffecoffee and wakuli each added 5 to 6%. The most actionable DR gap is the 18-point shortfall to giraffecoffee at DR 41. The 30-point gap to wakuli at DR 53 is a multi-year structural problem, not a quarterly target. Zwarteroes gained 16 referring domains this month while all three competitors shed them, which is the clearest positive in the data. If refdomains keep climbing in May, the gap between 1,282 keywords and 6,985 visits needs explaining.

Closing takeaway

APRIL 2026

April closed with 5,100 organic sessions, down 18.4% month on month and 47.4% year on year. Clicks fell a further 21.5% to 5,888, so the traffic picture is unambiguously negative at this point. The structural picture was more encouraging: domain rating added 2 points to 23 and referring domains grew by 16 to 151. Six tracked keywords entered the top 100 in April, with none lost, and average position improved by 0.5 to 10.9. Implication for May: if those 6 rankings hold, the authority gains could begin registering as click recovery within 4 to 6 weeks.