

Monthly KPI Report

Zwarte Roes · zwarteroes.nl · NL · 1 to 31 May 2026

ORGANIC SESSIONS

5,486

+7.6% MoM

GSC IMPRESSIONS

549,372

-10.8% MoM

DOMAIN RATING

25

+2 MoM

AVG POSITION

13.1

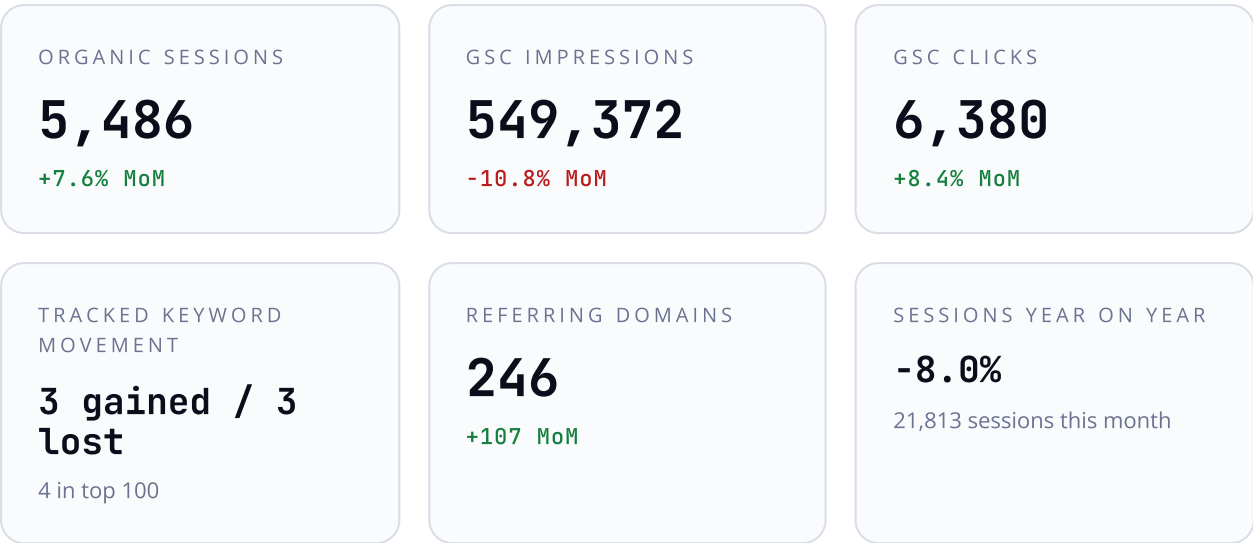
-2.2 MoM (lower is better)

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.



TAKEAWAY

GSC clicks and impressions moved in opposite directions by 19 percentage points in May. Clicks rose 8.4% to 6,380 while impressions fell 10.8% to 549,372, pointing to a CTR lift rather than broader keyword reach. Organic sessions tracked the clicks trend upward, gaining 7.6% to reach 5,486. Referring domains added 107 in a single month, landing at 246 total. Keyword tracking finished neutral at 3 gained and 3 lost, with 4 in the top 100. The year-on-year sessions gap held at minus 8%, the one unresolved deficit in an otherwise improving picture. Net: if the 107 new referring domains convert to rankings in June, impressions should follow.

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

5,486

+7.6% MoM

TOTAL SESSIONS

21,813

+67.6% MoM

ENGAGED SESSIONS

14,003

+34.7% MoM

ENGAGEMENT RATE

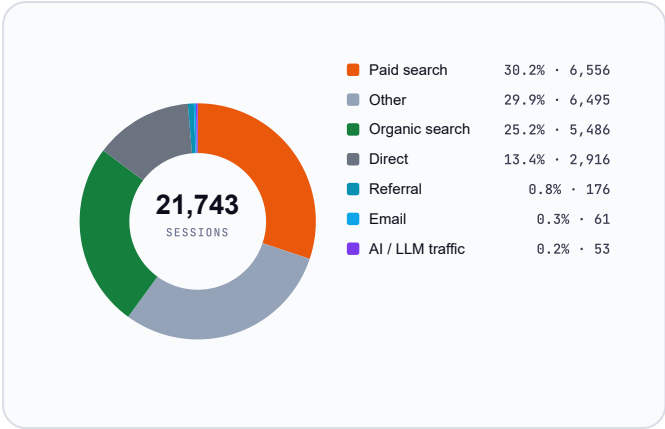
73.3%

ORGANIC SESSIONS YEAR OVER YEAR



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

CHANNEL BREAKDOWN



ORGANIC SEARCH

5,486

+7.6%

AI / LLM TRAFFIC

53

-18.5%

PAID SEARCH

6,556

+71.6%

DIRECT

2,916

+48.2%

REFERRAL

176

+29.4%

EMAIL

61

+64.9%

OTHER

6,495

+245.3%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	48	59	-11
Claude	3	2	+1
Perplexity	1	1	+0

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
Gemini		1	3 -2

COMMENTARY

Organic search delivered 5,486 sessions in May, up 8 percent on April but 56 percent below May 2025's 12,408. Revenue from organic rose 65 percent to €5,585, with 90 conversions against 57 in April, pointing to stronger intent per visitor. Site-wide engagement rate slipped to 73.3 percent from 79.8 percent in April. Paid search surged to 30 percent of total sessions, likely pulling in lower-intent traffic and diluting the overall rate. LLM traffic adds just 53 sessions, led by ChatGPT at 48, and fell 18 percent month on month. Closing the 56 percent year-on-year gap will require recovering keyword positions lost since mid-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

5,585

+65.0% MoM

PURCHASES

90

+57.9% MoM

CONVERSION RATE

1.6%

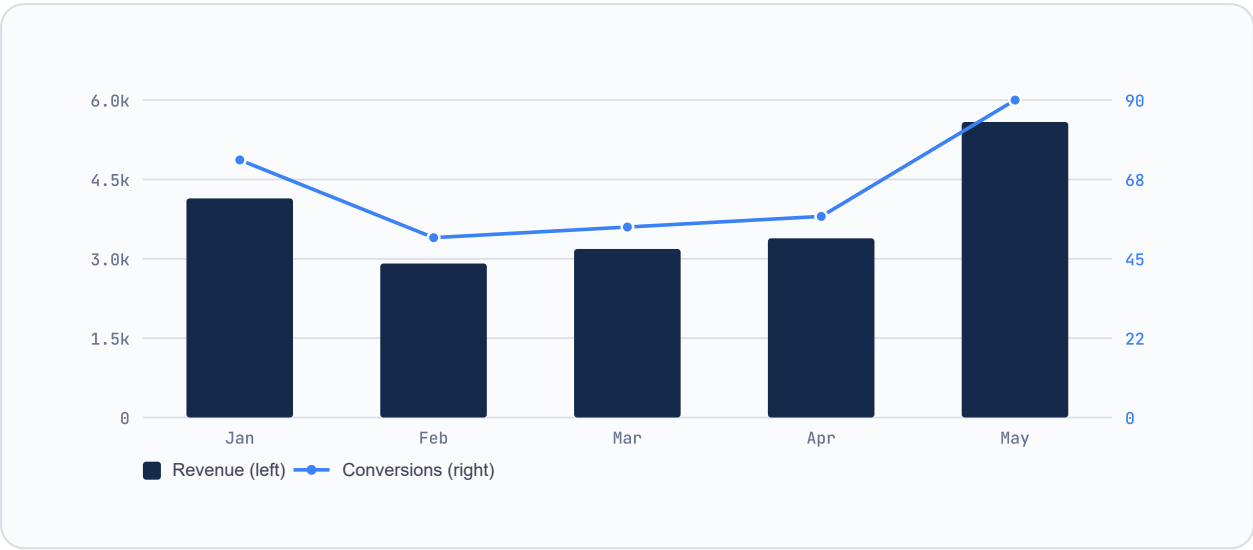
+46.8% MoM

AVG ORDER VALUE

62.1

+4.5% MoM

ORGANIC REVENUE & PURCHASES BY MONTH



TOP ORGANIC PAGES BY REVENUE

LANDING PAGE	REVENUE	PURCHASES
/	4,062	59
/collections/koffiebonen	213.4	5
/products/blendno1	123.9	3
/checkouts/cn/hWNC0bmaKPw7xbMuzWKV7kR9/nl-nl/thank-you	97.1	1

LANDING PAGE	REVENUE	PURCHASES
/collections/decaf	84.0	2

► Methodology & assumptions

COMMENTARY

Organic search produced €5,585 in revenue this month, up 65 percent from April's €3,386. Purchases rose from 57 to 90, a 58 percent gain. The conversion rate climbed to 1.6 percent from 1.1 percent. Sessions also rose 8 percent to 5,486, so the result reflects both more arrivals and a higher close rate. Average order value edged up 4 percent to €62, meaning the revenue gain came from volume, rate, and basket size together. The homepage drove 59 of 90 purchases from just 334 sessions, a conversion rate near 18 percent. Watch whether that efficiency holds as organic session volume rebuilds toward its January peak of 9,100 sessions.

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

6,380

+8.4% MoM

IMPRESSIONS

549,372

-10.8% MoM

CTR

1.16%

AVG POSITION

13.1

CLICKS AND IMPRESSIONS OVER TIME

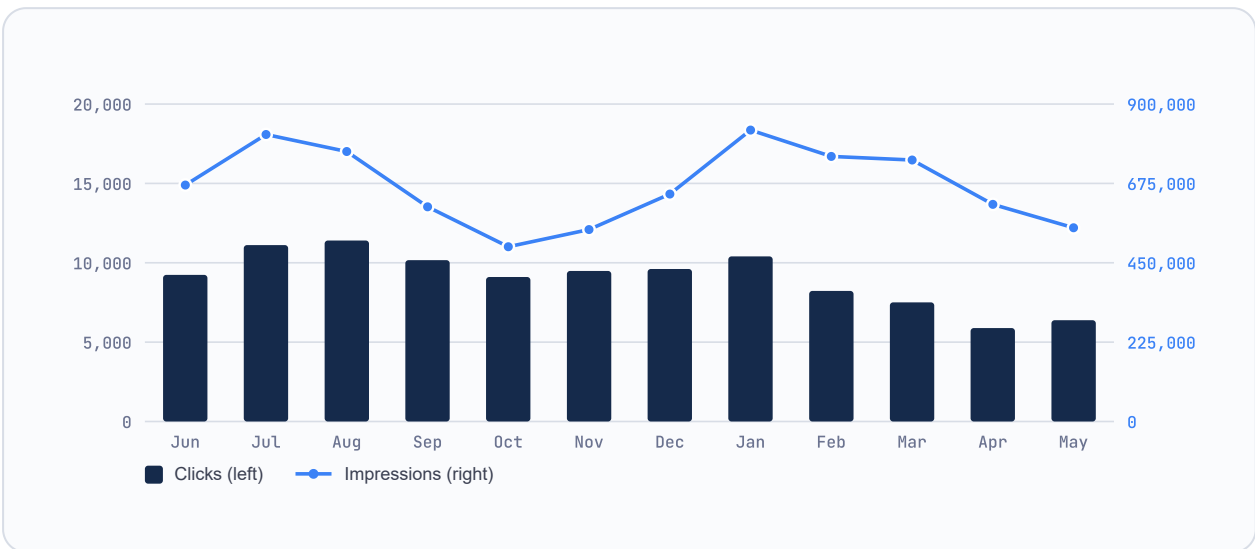


Chart accumulates additional months as new reports are generated.

BRANDED VS NON-BRANDED

	CLICKS	IMPRESSIONS	CTR	AVG POSITION	QUERIES
Branded	292	1,471	19.85%	11.3	10
Non-branded	2,277	307,400	0.74%	21.7	24990

Branded share of clicks: 11.4%

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
zwarte roes	159	832	19.11%	1.1
freddo espresso	124	2448	5.07%	4.8
zwarte roes koffie	84	395	21.27%	1.0
sage barista express	51	13820	0.37%	8.6
sage barista express review	47	204	23.04%	6.8
witte koffie	27	227	11.89%	1.8
espresso freddo	24	345	6.96%	5.9
wdt tool	24	795	3.02%	6.4
cold brew french press	22	96	22.92%	3.8
zwarteroes	20	80	25.00%	1.0

COMMENTARY

Clicks rose 8.4% month over month to 6,380, while impressions fell 10.8% to 549,372. A CTR improvement of 0.21 percentage points to 1.16% explains that split. Branded queries cover only 10 terms and account for 11.4% of clicks. Non-branded clicks total 2,277, sitting at an average position of 21.7, deep into page two. The biggest opportunity sits with "sage barista express," which recorded 13,820 impressions at position 8.6 but only 51 clicks and a 0.37% CTR. Moving that page toward position 5 is the most direct lever available in June.

03 Tracked keywords

DATAFORSEO SERP · 2528/NL

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

4/7

GAINED

3

LOST

3

STILL OFF PAGE

1

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
beste koffie	480	–	>100	>100	still off	–
koffiebonen	18100	12	43	>100	-58 (off)	–
vers gebrande koffiebonen	880	4	18	12	+6	/collections/koffiebonen
decaf koffie	1600	–	44	>100	-57 (off)	–
koffiebonen bewaren	590	–	28	58	-30	/blogs/koffietips/hoe-moet-je-vers-gebrande-koffiebonen-bewaren
affogato	18100	–	56	30	+26	/blogs/koffietips/het-affogato-recept
specialty coffee	18100	–	22	20	+2	/

Biggest mover: **affogato** (56 → 30, +26)

Biggest drop: **koffiebonen** (43 → >100, -58)

COMMENTARY

The 7 keywords split 3 improved against 3 that lost rankings, with 1 still unranked in the top 98 positions. Affogato was the biggest mover, jumping 26 positions to rank 30 on a query with 18,100 monthly searches. Two commercial collection

pages lost all visibility: koffiebonen (18,100 searches) fell from position 43, and decaf koffie (1,600 searches) from position 44. Specialty coffee holds position 20, but the homepage ranks there rather than the target blog page. Both dropped collection pages cover around 19,700 combined monthly searches and need fresh internal links before June.

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
/	334	314	98.3%	0
/blogs/koffie-benodigdheden/de-4-beste-koffie machines-met-weinig-onderhoud	270	268	99.6%	0
(not set)	228	11	13.7%	0
/blogs/koffie-zetten/greek-freddo-espresso-hoe -thuis-te-maken	208	205	99.3%	0
/blogs/koffietips/sage-barista-express-pro-inste llen	192	182	98.6%	0
/blogs/koffie-benodigdheden/sage-barista-expr ess-review-nieuwste-model-dit-moet-je-weten	174	173	99.9%	0
/blogs/koffie-benodigdheden/beste-handmatig e-koffie-molen	148	146	99.6%	0
/blogs/koffie-zetten/de-4-beste-italiaanse-espre ssomachines	124	123	99.7%	0
/blogs/koffie-feiten/hoeveel-cafeine-zit-er-in-col a-zero	121	119	99.6%	0
/blogs/koffietips/sage-koffiemachine-reinigen	119	116	99.3%	0

COMMENTARY

Blog posts claimed 9 of the 10 top landing pages, with engagement rates running from 98.6% to 99.9% on all named URLs. The homepage contributed 334 sessions at 98.3% engagement. A "(not set)" entry logged 228 sessions at 13.7% engagement, flagging a GA4 attribution gap in that segment. Key events totalled zero across all 543 organic pages. Setting up 3 conversion events (add_to_cart,

begin_checkout, purchase) in GA4 would show whether this high-intent blog audience generates any commercial activity.

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

25.0

+2 MoM

LIVE BACKLINKS

492

REFERRING DOMAINS

246

+107 MoM

ORGANIC KEYWORDS

1,381

COMMENTARY

Domain rating climbed to 25 in May, up 2 points from April and up 6 points from the January 2025 low of 19. Referring domains jumped 107 month-on-month to 246, the sharpest single-month gain in a 17-month series that bottomed at 130 in March. The 492 live backlinks confirm the new domains are actively pointing at the site. Organic traffic sits at 7,664 for May, roughly half the 13,359 Ahrefs recorded twelve months prior, so the link momentum has not yet unlocked ranking recovery. If those 107 new referring domains target commercial category pages rather than peripheral content, the DR trajectory should start pulling clicks up within the next 60 days.

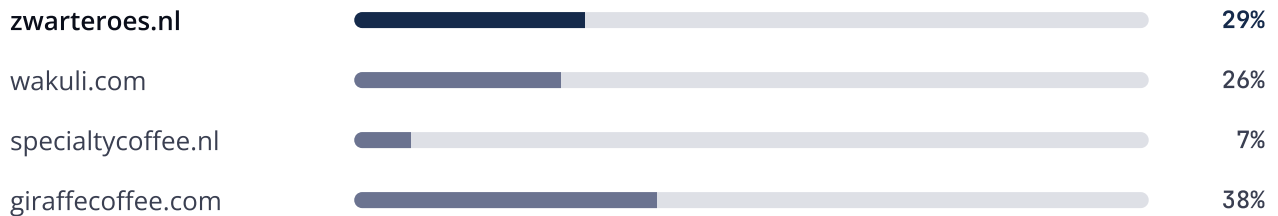
06 Competitive landscape

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



zwarteroes.nl

← CLIENT

Traffic	7,664
Keywords	1,381
Backlinks	492
Refdomains	246

wakuli.com

Traffic	6,855
Keywords	716
Backlinks	5,305
Refdomains	580

specialtycoffee.nl

Traffic	1,789
Keywords	226
Backlinks	1,046
Refdomains	332

giraffecoffee.com

Traffic	9,732
Keywords	809
Backlinks	936
Refdomains	440

COMMENTARY

Zwarte Roes sits second on organic traffic at 7,664 visits, trailing giraffecoffee.com's 9,732 by 2,068. Giraffecoffee grew 45.9% this month against Zwarte Roes's 27.1%, so that gap widened. Wakuli's domain rating of 53 sits 28 points above Zwarte Roes and is a structural gap that will not close in the near term. Zwarte Roes does lead the field on organic keywords at 1,381, ahead of giraffecoffee's 809 and wakuli's 716. Converting that keyword advantage into traffic is the clearest path to closing the 2,068-visit deficit to giraffecoffee in June.

Closing takeaway

MAY 2026

May generated momentum on 3 of the 4 headline metrics: organic sessions up 7.6% to 5,486, GSC clicks up 8.4% to 6,380, and average position improving 2.2 spots to 13.1. Referring domains added 107 in a single month to reach 246, lifting domain rating 2 points to 25. The year-on-year gap is the open qualifier, with organic sessions still 55.8% below May 2025. "Koffiebonen," with 18,100 monthly searches and high commercial intent, fell off the top 71 results entirely after sitting at position 43 in April. With 246 referring domains and a domain rating of 25, the site now has the authority base to contest that keyword in June.