

Monthly KPI Report

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

ORGANIC SESSIONS

4,429

-19.3% MoM

GSC IMPRESSIONS

441,371

-19.7% MoM

DOMAIN RATING

24

-1 MoM

AVG POSITION

13.4

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

4,429

-19.3% MoM

GSC IMPRESSIONS

441,371

-19.7% MoM

GSC CLICKS

5,035

-21.1% MoM

TRACKED KEYWORD MOVEMENT

**1 gained / 4
lost**

4 in top 100

REFERRING DOMAINS

336

+84 MoM

SESSIONS YEAR ON YEAR

-32.3%

12,781 sessions this month

TAKEAWAY

June pulled back across every traffic metric. Organic sessions fell 19.3% month on month to 4,429, impressions dropped 19.7% to 441,371, and clicks fell 21.1% to 5,035. Tracked rankings delivered 1 gain against 4 losses, leaving only 4 terms inside the top 100. The year-on-year gap sits at 32.3%, suggesting the June dip is part of a longer decline rather than a seasonal blip. The single forward-looking positive is referring domains, which grew by 84 to reach 336 total. Net: if those 84 new links resolve into ranking movement in July, they become the report's leading indicator to watch.

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

4,429

-19.3% MoM

TOTAL SESSIONS

12,781

-41.4% MoM

ENGAGED SESSIONS

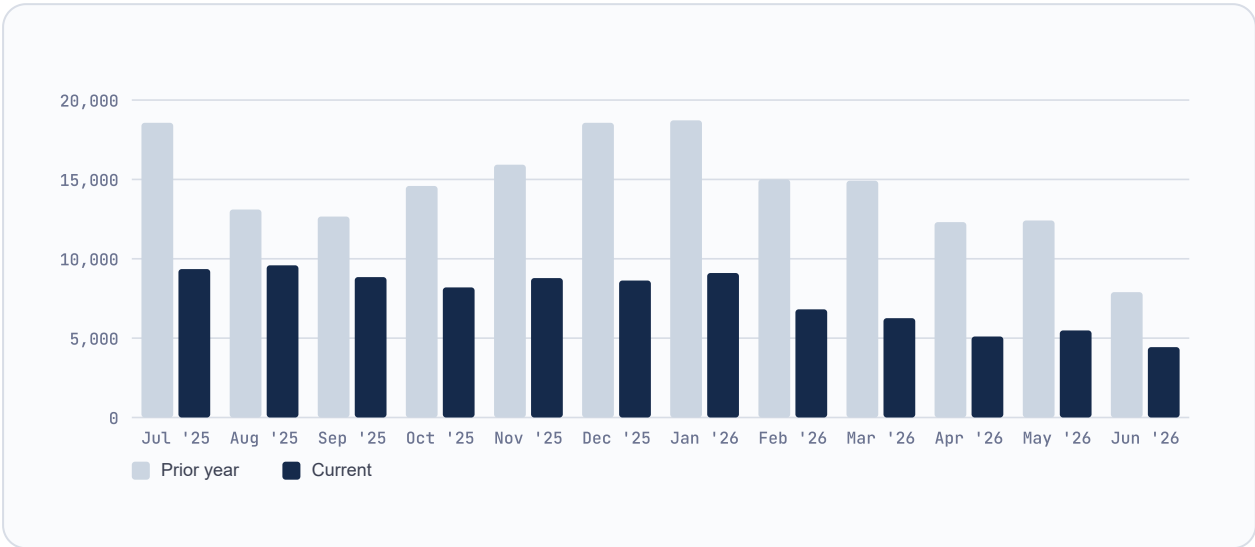
9,609

-31.4% MoM

ENGAGEMENT RATE

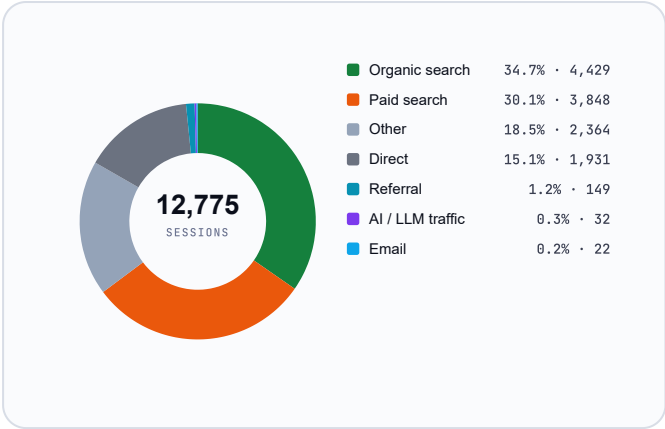
75.5%

ORGANIC SESSIONS YEAR OVER YEAR



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

CHANNEL BREAKDOWN



ORGANIC SEARCH

4,429

-19.3%

AI / LLM TRAFFIC

32

-39.6%

PAID SEARCH

3,848

-41.3%

DIRECT

1,931

-33.8%

REFERRAL

149

-15.3%

EMAIL

22

-63.9%

OTHER

2,364

-63.6%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	32	48	-16
Claude	0	3	-3
Gemini	0	1	-1

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
Perplexity	0	1	-1

COMMENTARY

Organic search delivered 4,429 sessions in June, down 19 percent on May and 44 percent below June 2025's 7,895. The more telling signal is revenue: organic generated €6,610, up 18 percent month on month despite the session drop, with conversions rising to 112 from 90. Engagement held at 75.5 percent, slightly above May's 73.3. Organic accounts for 34.7 percent of total sessions. Paid search, at 30.1 percent, fell 41 percent on its own. ChatGPT was the sole active LLM source at 32 sessions. Claude, Gemini, and Perplexity each fell to zero. If July sustains this revenue-per-session rate, the session decline becomes a volume question rather than a quality one.

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

6,610

+18.4% MoM

PURCHASES

112

+24.4% MoM

CONVERSION RATE

2.5%

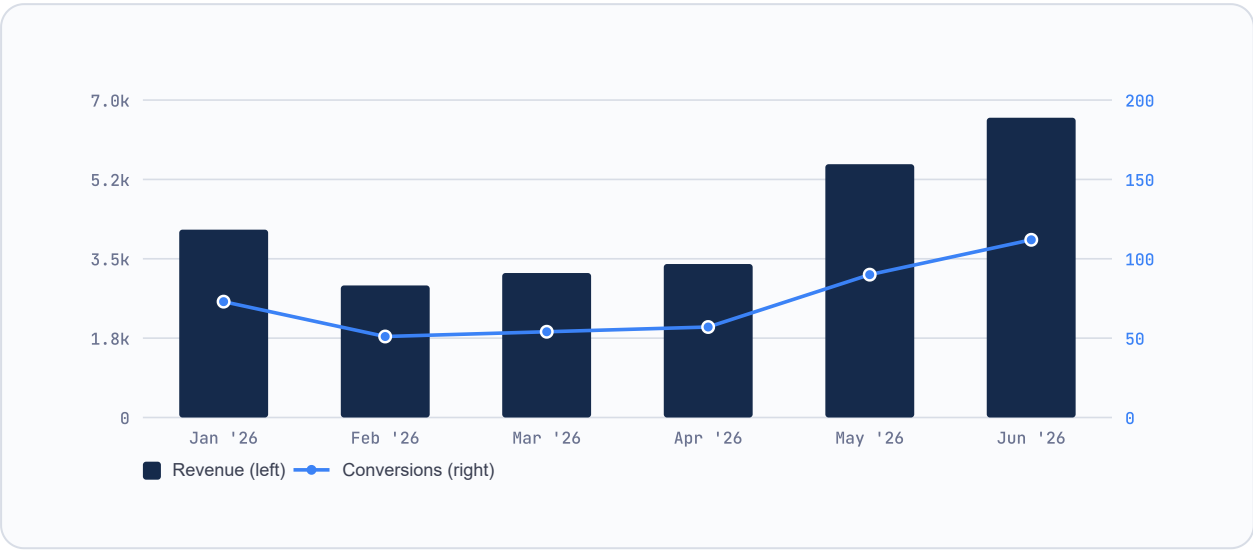
+54.1% MoM

AVG ORDER VALUE

59.0

-4.9% MoM

ORGANIC REVENUE & PURCHASES BY MONTH



TOP ORGANIC PAGES BY REVENUE

LANDING PAGE	REVENUE	PURCHASES
/	5,077	83
/collections/koffiebonen	213.3	4
/collections/all	143.7	3
/collections/espresso/products/guatemala-el-natural	111.3	1

LANDING PAGE	REVENUE	PURCHASES
/products/blendno1	109.8	2

► Methodology & assumptions

COMMENTARY

Organic search generated 112 purchases in June, up 24 percent from 90 in May, while sessions fell 19 percent to 4,429. The conversion rate rose 54 percent to 2.5 percent, meaning fewer visitors converted at a much higher rate. Revenue reached EUR 6,610, an 18 percent gain, though average order value dipped to EUR 59 from EUR 62. The homepage attracted 83 of those 112 purchases, accounting for EUR 5,077 of total revenue, which concentrates risk in a single entry point. Watch whether category and product pages can absorb more conversions as homepage traffic normalises.

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

5,035

-21.1% MoM

IMPRESSIONS

441,371

-19.7% MoM

CTR

1.14%

AVG POSITION

13.4

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	418	1,085	38.53%	13.7	9
Non-branded	1,658	248,256	0.67%	20.1	25366

Branded share of clicks: 20.1%

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
zwarte roes	247	606	40.76%	1.0
freddo espresso	153	2815	5.44%	4.4
zwarte roes koffie	138	330	41.82%	1.0
sage barista express	46	10908	0.42%	8.5
espresso freddo	27	360	7.50%	5.6
beste italiaanse espresso machine	22	90	24.44%	2.8
zwarteroes	22	55	40.00%	1.0
wdt tool	20	629	3.18%	7.6
aerocano	19	375	5.07%	5.3
sage barista express review	19	140	13.57%	4.8

COMMENTARY

Clicks dropped 21% month on month to 5,035, and impressions fell 20% to 441,371, a volume level 45% below June last year. CTR held nearly flat at 1.14%, which means the loss is driven by fewer impressions, not weaker click quality. Branded terms account for 20% of tracked clicks and rank at roughly position 1, while non-branded queries average a weak position 20.1. "Sage barista express" drew 10,908 impressions in June but converted only 46 clicks at position 8.5. Moving that review page into the top 5 is the clearest lever available for July.

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

1

LOST

4

STILL OFF PAGE

2

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
beste koffie	390	–	>100	>100	still off	–
koffiebonen	18100	12	>100	>100	still off	–
vers gebrande koffiebonen	880	–	12	19	-7	/collections/koffiebonen
decaf koffie	1600	–	>100	38	+63 (new)	/collections/decaf
koffiebonen bewaren	590	–	58	>100	-43 (off)	–
affogato	18100	–	30	55	-25	/blogs/koffietips/het-affogato-recept
specialty coffee	18100	–	20	25	-5	/

Biggest mover: **decaf koffie** (>100 → 38, +63)

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

COMMENTARY

Net movement runs 4 down and 1 up across the 7 tracked keywords in June. The one gain is decaf koffie entering at position 38, a reasonable first step on a term

with 1,600 monthly searches. Koffiebonen bewaren was last seen at position 58 in May and did not appear in the top 30 positions scanned this month. Affogato fell 25 places to position 55, moving an 18,100-search recipe term further from page one. Specialty coffee sits at position 25 but via the homepage, not the /blogs/specialty-coffee page that should be building topical authority. Fixing that URL mismatch before August is the most direct lever available.

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
/	435	418	99.2%	0
/blogs/koffie-zetten/greek-freddo-espresso-hoe-thuis-te-maken	253	250	99.7%	0
(not set)	194	5	3.3%	0
/blogs/koffie-benodigdheden/beste-handmatig-e-koffie-molen	146	146	100.0%	0
/blogs/koffie-benodigdheden/beste-portable-espresso-makers	140	140	100.0%	0
/blogs/koffie-zetten/de-4-beste-italiaanse-espresso-machines	138	138	100.0%	0
/blogs/koffietips/sage-barista-express-pro-instellen	135	132	99.4%	0
/blogs/koffie-benodigdheden/de-4-beste-koffie-machines-met-weinig-onderhoud	131	128	97.7%	0
/blogs/koffie-benodigdheden/sage-barista-express-review-nieuwste-model-dit-moet-je-weten	108	105	99.0%	0
/blogs/koffie-feiten/hoeveel-cafeine-zit-er-in-cola-zero	106	103	99.1%	0

COMMENTARY

Nine of the top 10 landing pages posted engagement rates above 97 percent, and 3 hit exactly 100 percent. The homepage led on volume at 435 sessions with a 99.2 percent engagement rate. The "(not set)" entry pulled 194 sessions at just 3.3 percent engagement, pointing to bot traffic or a tracking gap that is skewing the aggregate numbers. Across all 509 organic pages, every page recorded zero key

events. Configuring add_to_cart, purchase, and outbound_link_click as GA4 key events in July would reveal whether this highly engaged audience is taking any commercial action.

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

24.0

-1 MoM

LIVE BACKLINKS

593

REFERRING DOMAINS

336

+84 MoM

ORGANIC KEYWORDS

1,357

COMMENTARY

Referring domains grew by 84 in June, reaching 336 against a March trough of 132, yet DR slipped one point to 24. That gap between volume and authority score suggests the new links lean toward lower-quality sources. The 12-month chart reinforces this read: DR has oscillated between 20 and 25 for more than a year with no clean break higher, even as the refdomain count more than doubled since March. Organic traffic at 6,447 fell from 7,725 in May, confirming the refdomain surge has not yet translated into ranking gains. Auditing those 84 new referring domains for quality before the next monthly read is the logical next step.

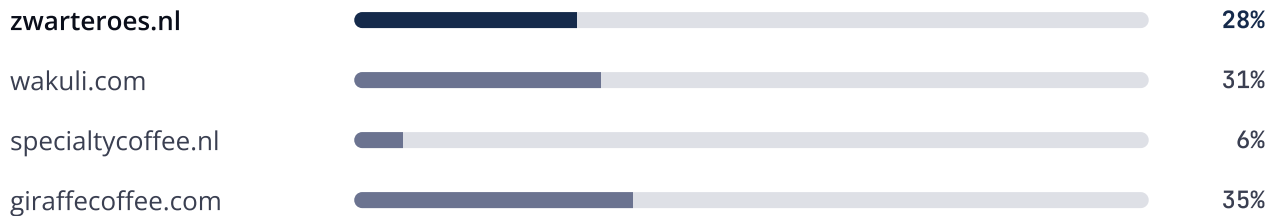
06 Competitive landscape

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



zwarteroes.nl

← CLIENT

Traffic	6,447
Keywords	1,357
Backlinks	593
Refdomains	336

wakuli.com

Traffic	6,976
Keywords	729
Backlinks	5,317
Refdomains	664

specialtycoffee.nl

Traffic	1,485
Keywords	216
Backlinks	1,131
Refdomains	405

giraffecoffee.com

Traffic	7,959
Keywords	786
Backlinks	1,025
Refdomains	516

COMMENTARY

All four sites shed traffic in June, with specialtycoffee.nl falling hardest at 15.3% and giraffecoffee.com losing the least at 5.5%. Zwarte Roes sits third on traffic at 6,447 sessions but leads the group on keyword count with 1,357 tracked terms, 1.7x giraffecoffee.com's 786. That keyword breadth suggests the site earns more from DR 24 than the authority score implies. The DR gap to wakuli.com stands at 29 points, backed by 328 more referring domains, and is not a near-term target. Closing the 1,512-session deficit to giraffecoffee.com is more realistic. Adding

referring domains at June's pace of 84 per month points toward that within two quarters.

Closing takeaway

JUNE 2026

Organic sessions fell 19 percent month on month to 4,429, with GSC clicks dropping in parallel by 21 percent to 5,035. The year-on-year sessions gap of 44 percent is the harder figure, and it has not yet found a floor. Referring domains added 84 in a single month to reach 336, the one structural gain worth carrying forward. "Decaf koffie" entered the top 100 at position 38, a first foothold in a term that draws 1,600 searches a month. For July, the question is whether those 84 new referring domains begin lifting tracked keyword positions, or whether June's broader contraction runs deeper.