



Positions

Help Documentation

Positions

Search Engine Position

This report displays the highest ranking page of the selected website for each keyword in the top search engines. Note: To see these metrics for a competing website, choose the desired site from the report options pane.

SEO analysts can use this report to quickly evaluate a site's position in each search engine for all keywords tracked in the collection.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

For a definition of the terms listed on this page, please refer to the [Glossary](#) .

Position Comparison

This report displays the highest ranking page of your website and your competitors' websites for each keyword in the selected search engine. Note: To see these metrics for a different search engine, choose the desired search engine from the report options pane.

Seo analysts can use this report to compare their website's position for a specific keyword to that of a competitor's.

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Position by Keyword

This report displays the highest ranking page of the selected website for each keyword in the top search engines. Note: To see these metrics for a competing website, choose the desired site from the report options pane.

SEO analysts can use this report to evaluate the position of a specific keyword across all search engines.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

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Position Trend

This report displays the position of your site and a competing site for each keyword in the collection in the selected search engine during the selected date range. Note: To see these metrics for a different search engine and/or competing website, choose the desired search engine and/or site from the report options pane.

Note: This report can be added as a report item to a custom or favorite report. It may also be used in the creation of standard reports. For more information on report items, refer to [Understanding Report Items](#) .

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