



DIGITAL MARKETING ANALYTICS

WEBSITE ANALYSIS

COMPANY	DOMAIN AUTHORITY	MONTHLY VISITS	LINKBACKS	RANKING KEYWORDS
SVN Saunders Real Estate	38	23,000	40,900	1,900
Jon Kohler & Associates	33	23,800	1,400	443
Crosby & Associates, Inc.	30	4,200	5,900	170
Eshenbaugh Land Company	28	1,500	927	48
Maury Carter & Associates	22	1,200	1,400	348
Land Solutions	17	2,400	1,200	18
Tucker Group	15	1,300	1,100	69
Florida Acreage	15	175	5,000	60
International Property Services	11	N/A	113	26
Tarpon Blue	6	418	24	26

DOMAIN AUTHORITY

Domain Authority (DA) is a search engine ranking score developed by Moz that predicts how well a website will rank on search engine result pages (SERPs). A Domain Authority score ranges from one to 100, with higher scores corresponding to a greater ability to rank. Domain Authority is compiled globally. As an example, Google's score is 99 and Facebook is 95. Therefore, local companies' scores will tend to be lower than global brands. Searches for localized information, i.e. "Florida Ag Land" produce local results, so Domain Authority scores are still important for regional and local companies.

MONTHLY VISITS

Total number of visits to the website in the last month.

LINKBACKS

Linkbacks are vital to SEO strategy, as one metric by which search engines determine Domain Authority. Quality links from external sites referencing a company's site content are important to develop. This chart reports the number of unique pages linking to a target. Two or more links from the same page on a website are counted as one link.

RANKING KEYWORDS

Number of keywords for which this site ranks within the top 50 positions on Google US. These keywords can be either organic or paid search terms for which the company ranks in search results.

SOCIAL MEDIA ANALYSIS

AUDIENCE

COMPANY	TOTAL AUDIENCE	FACEBOOK AUDIENCE	TWITTER AUDIENCE	YOUTUBE AUDIENCE
SVN Saunders Real Estate	3,900	2,772	429	699
Jon Kohler & Associates	7,311	4,835	2,268	208
Crosby & Associates, Inc.	1,073	285	787	1
Eshenbaugh Land Company	350	323	14	13
Maury Carter & Associates	31	23	N/A	8
Land Solutions	166	52	73	41
International Property Services	528	526	2	N/A
Tarpon Blue	548	548	N/A	N/A

ACTIVITY

COMPANY	TOTAL ACTIVITY	FACEBOOK ACTIVITY	TWITTER ACTIVITY	YOUTUBE ACTIVITY
SVN Saunders Real Estate	52	20	9	23
Jon Kohler & Associates	114	47	67	0
Crosby & Associates, Inc.	31	29	2	0
Eshenbaugh Land Company	3	3	0	0
Maury Carter & Associates	0	0	N/A	0
Land Solutions	55	23	23	9
International Property Services	5	5	0	N/A
Tarpon Blue	67	67	N/A	N/A

ENGAGEMENT

COMPANY	TOTAL ENGAGEMENT	FACEBOOK ENGAGEMENT	TWITTER ENGAGEMENT	YOUTUBE ENGAGEMENT
SVN Saunders Real Estate	1,524	150	5	1,369
Jon Kohler & Associates	1,925	1,397	528	0
Crosby & Associates, Inc.	61	60	2	0
Eshenbaugh Land Company	34	34	0	0
Maury Carter & Associates	0	0	N/A	0
Land Solutions	520	85	3	432
International Property Services	31	31	0	N/A
Tarpon Blue	465	465	N/A	N/A