

SEO Reports | November 2025

For: Compelling Homes

Google Analytics Reports

Traffic Overview

Sessions

6.75K ↑20%

Total Users

6.25K ↑24.8%

New Users

6.1K ↑25.3%

Engagement Rate

33.5% ↓15.6%

Views

8.02K ↑13.9%

Key Events (Conversions)

145 ↓14.2%

Pages / Sessions

1.19 ↓5.1%

Average Session Duration

1m 10s ↓21.8%

Bounce Rate

66.5% ↑10.3%

Top Performing Landing Pages

Metrics: Landing Page

Period: Nov 1–30, 2025 | Compare to: Oct 1–31, 2025 | Property: compellinghomes.com - GA4

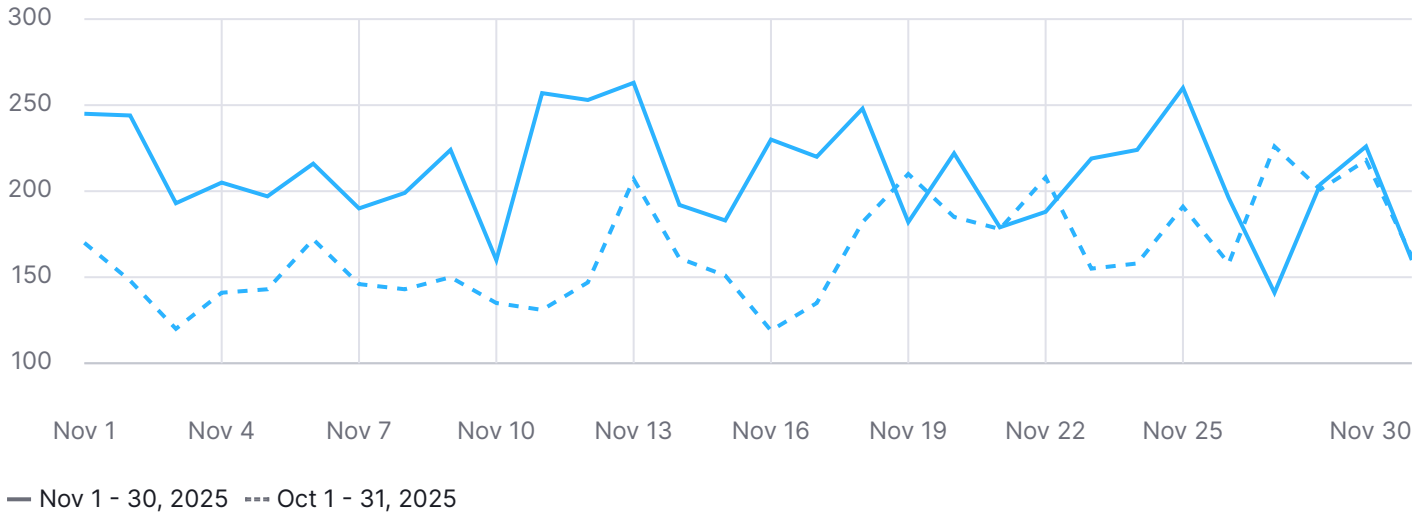
Landing Page	Sessions	Avg. Time On Page	Users	Engaged Sessions
/blog/8-master-bath-layout-ideas	936 ↓11%	1m 44s ↓11%	860 ↓10.2%	466 ↓11.7%
/cs/c	868 ↑240.4%	30s ↓38.3%	865 ↑239.2%	116 ↑954.5%
/	610 ↓27.6%	1m 17s ↑1.1%	529 ↓30.8%	246 ↓25%

Landing Page	Sessions	Avg. Time On Page	Users	Engaged Sessions
/blog/10-top-basement-lighting-ideas-to-brighten-up-your-space	346 ↑6.1%	1m 4s ↓10.4%	335 ↑5.7%	110 ↓25.2%
(not set)	272 ↑10.6%	3m 33s ↑336.4%	190 ↑26.7%	10 ↓16.7%
/blog/spare-bathroom-remodel-ideas	258 ↓4.1%	2m 18s ↑14.3%	243 ↓6.2%	133 ↑4.7%
/blog/basement-bar-ideas	255 ↑12.3%	1m 58s ↑1.2%	234 ↑13%	121 ↑11%
/blog/5×7-bathroom-remodel-ideas	179 ↑34.6%	1m 22s ↑25.9%	168 ↑33.3%	106 ↑29.3%
/blog/what-color-to-paint-basement-ceiling	168 ↓1.8%	1m 18s ↓38%	164 ↑7.9%	72 ↑10.8%
/blog/transforming-your-space-a-guide-to-a-stunning-hall-bathroom-remodel	138 ↑130%	1m 37s ↑12.8%	68 ↑19.3%	30 ↓6.3%
/home-additions	130 ↓3.7%	2m 10s ↑90.5%	124 ↓4.6%	84 ↓11.6%
/home-addition-pricing-guide	118 ↑2.6%	49s ↑29.5%	114 ↑1.8%	65 0%
/blog/convert-your-deck-to-sunroom	104 ↓18.8%	1m ↓21.8%	101 ↓16.5%	34 ↓2.9%
/blog/6-types-of-kitchen-light-fixtures-that-will-transform-your-space	101 ↑26.3%	38s ↓43.3%	97 ↑21.3%	49 ↑19.5%
/blog/modern-bathroom-light-fixtures-stylish-lighting-for-your-space	89 ↑6%	57s ↓50.4%	86 ↑8.9%	49 ↑22.5%

Landing Page	Sessions	Avg. Time On Page	Users	Engaged Sessions
/kitchen-remodel-pricing-guide	77 ↑1.3%	35s ↓25.1%	74 ↑2.8%	44 ↑12.8%
/contact	72 ↑148.3%	32s ↓40.5%	71 ↑144.8%	16 0%
/deck-conversion-pricing-guide	67 ↑15.5%	1m 9s ↑118.2%	59 ↑5.4%	35 ↓5.4%
/blog/home-theater-seats-comfort-and-performance-for-your-media-room	60 ↑57.9%	34s ↑18.7%	55 ↑48.6%	28 ↑47.4%
/about-compelling-homes	59 ↑110.7%	2m 42s ↑10.9%	33 ↑43.5%	28 ↑75%
/blog/basement-remodel-ideas-des-moines	57 ↑46.2%	1m 35s ↓16.5%	56 ↑43.6%	22 ↑37.5%
/blog/is-it-time-to-ditch-the-tub-and-shower-combo	54 ↑12.5%	1m 40s ↓17.6%	51 ↑8.5%	20 ↓16.7%
/blog/should-you-ask-for-an-itemized-estimate-when-remodeling	52 ↓21.2%	2m 59s ↑122.3%	42 ↓32.3%	17 ↓34.6%
/basement-remodel-pricing-guide	50 ↑47.1%	32s ↑16%	46 ↑39.4%	29 ↑52.6%
/blog/deck-to-sunroom-conversion-how-to-transform-your-outdoor-space	44 0%	1m 47s ↓54.4%	42 0%	10 ↓37.5%

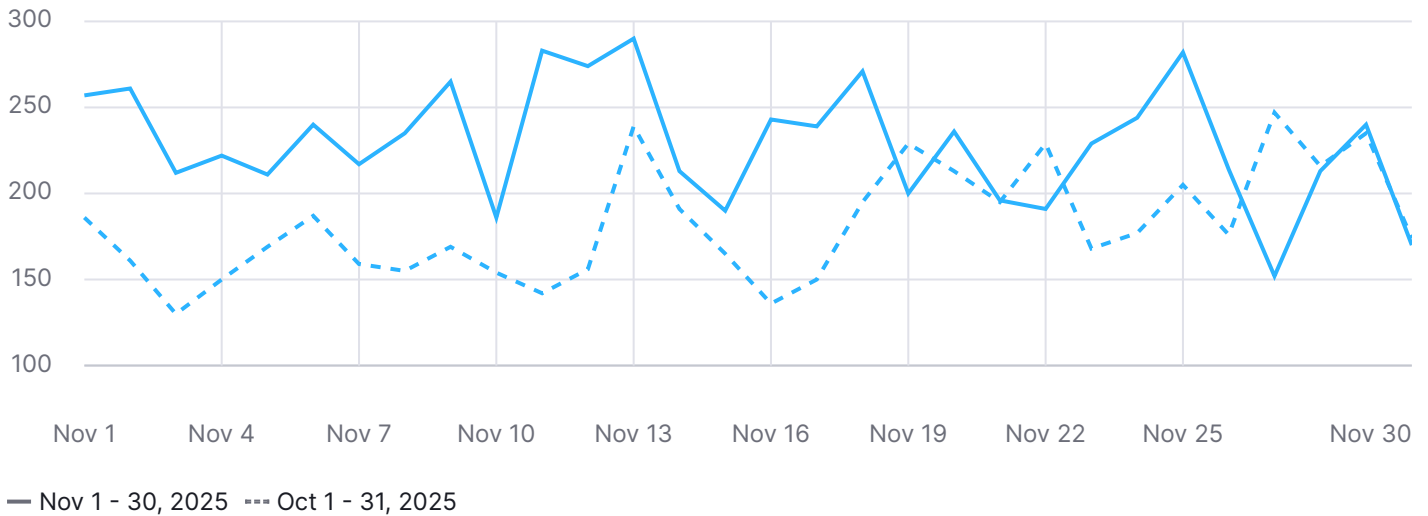
Users (i.e. The Number of Unique Visitors Who Visited Your Website)

Period: Nov 1–30, 2025 | Compare to: Oct 1–31, 2025 | Property: compellinghomes.com - GA4



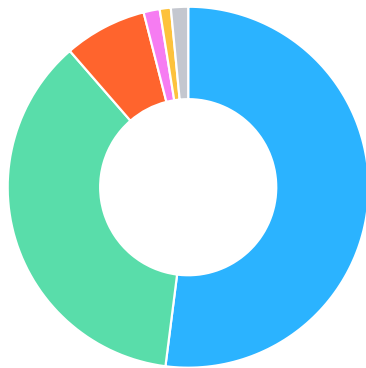
Sessions (i.e. The Amount of Time Users Spent on Your Site)

Period: Nov 1–30, 2025 | Compare to: Oct 1–31, 2025 | Property: compellinghomes.com - GA4



Users: Session Source / Medium (i.e. Where Your Visitors Come From)

Period: Nov 1–30, 2025 | Compare to: Oct 1–31, 2025 | Property: compellinghomes.com - GA4



(direct) / (none)	52.3%	↑77.9%
google / organic	36.8%	↓8.6%
google / cpc	7.5%	↑6%
(not set)	1.5%	n/a
bing / organic	0.4%	↓38.9%
Other	1.5%	↓31.4%
Total		6.2K

National Keywords' Positions

The table below shows you what position your website ranks on Google for the top 100 keywords relevant to your website across the United States (national). For example, if a keyword is "remodeling ideas" and it's position is "3", your website is the third organic result on Google when that exact keyword is entered.

Organic Search: Positions 1 - 100 (3,849)

US | Domain | compellinghomes.com | Organic

Intent type: **I** Informational **N** Navigational **C** Commercial **T** Transactional

Keyword	Intent	Pos	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Last Update
master bathroom layout	I	2	1,900	25.00	0.98	↗	3.08	1.87	0.14	36,300,000	5 days ago
compelling homes	N	1	140	33.00	5.45	↗	2.22	7.58	0.26	28,300,000	Oct 2025
master bath layout	I	2	1,300	23.00	1.04	↗	2.11	1.36	0.08	27,700,000	Oct 2025
best lighting for basement	C	1	320	23.00	0.56	↗	1.57	0.54	1.00	58,200,000	Sep 2025
master bathroom layout ideas	I	2	590	24.00	0.52	↗	1.53	0.49	0.16	19,800,000	Oct 2025
master bathroom layouts	I	2	880	21.00	1.04	↗	1.43	0.92	0.08	20,100,000	Oct 2025
master bath	I	7	2,900	36.00	2.61	↗	1.37	2.23	0.92	295,000,000	5 days ago
master bath layouts	I	2	480	12.00	1.04	↗	1.25	0.80	0.08	9,140,000	Oct 2025

Keyword	Intent	Pos	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Last Update
master bath plans	I	2	720	15.00	0.90	↗	1.17	0.65	0.06	56,400,000	27 Nov 2025
master bathroom floor plans	I	2	720	17.00	1.06	↗	1.17	0.77	0.03	88,800,000	Sep 2025
master bathroom blueprints	C	2	590	21.00	0.85	↗	0.95	0.49	0.05	5,380,000	Oct 2025
master bath layout ideas	I	2	480	19.00	0.52	↗	0.77	0.24	0.16	10	20 Nov 2025
master bathroom floor plan	I	2	390	14.00	1.06	↗	0.61	0.39	0.03	68,600,000	Oct 2025
master bath layout designs	I	2	390	20.00	2.43	↗	0.61	0.93	0.11	19,500,000	Oct 2025
master bath floor plans	I	2	390	11.00	1.08	↗	0.61	0.41	0.04	96	Aug 2025
master bathroom configurations	C I	2	320	16.00	1.33	↗	0.51	0.42	0.10	12,300,000	Aug 2025
masterbath	I	5	720	39.00	2.61	↗	0.41	0.67	0.92	9,180,000	4 days ago
hall bathroom ideas	I	4	480	20.00	0.69	↗	0.41	0.17	1.00	6	19 Nov 2025
lighting for basement	C	4	320	22.00	0.48	↗	0.39	0.11	1.00	245,000,000	24 Nov 2025
hall bath ideas	I	3	320	12.00	0.88	↗	0.39	0.21	1.00	79,600,000	Sep 2025
5x7 bathroom layout	I	5	590	23.00	1.45	↗	0.39	0.36	0.04	10	22 Nov 2025
primary bathroom layout	I	1	140	20.00	1.40	↗	0.35	0.31	0.08	19,400,000	Sep 2025
master bathroom	C	7	5,400	41.00	2.61	↗	0.31	0.51	0.92	572,000,000	4 days ago
master bedroom and bathroom layout	I	3	260	18.00	0.94	↗	0.31	0.18	0.04	90	Sep 2025
master bath designs	I	7	880	31.00	0.97	↗	0.31	0.18	1.00	42,200,000	Oct 2025
modern master bathroom layout	C I	3	260	13.00	0.84	↗	0.31	0.16	0.62	27,100,000	Sep 2025
remodeled guest bathrooms	I	4	320	18.00	5.69	↗	0.27	0.98	1.00	22,200,000	25 Nov 2025
ceiling lighting ideas for basement	C I	1	110	19.00	0.51	↗	0.27	0.08	1.00	23,600,000	Aug 2025
basement bar	C	25	9,900	41.00	0.60	↗	0.27	0.09	1.00	122,000,000	2 days ago

Keyword	Intent	Pos	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Last Update
master bathroom ideas	I	18	9,900	42.00	0.63	↗	0.27	0.09	1.00	231,000,000	26 Nov 2025
master bath ideas	I	14	4,400	39.00	0.63	↗	0.25	0.09	1.00	79,500,000	3 days ago
master bath floor plan	I	2	170	13.00	0.46	↗	0.25	0.06	0.04	10	14 Nov 2025
basement light fixtures	C	4	390	10.00	0.54	↗	0.25	0.08	1.00	13,600,000	5 days ago
master bathroom plans	C I	3	210	10.00	1.19	↗	0.25	0.18	0.06	59,700,000	Aug 2025
basement bar ideas	I	19	8,100	35.00	0.59	↗	0.23	0.08	1.00	43,600,000	6 days ago
basement light	C	5	590	21.00	0.55	↗	0.23	0.07	1.00	289,000,000	Aug 2025
master bedroom bathroom layout	I	2	140	19.00	1.14	↗	0.21	0.14	0.03	92	Sep 2025
basement ceiling lighting ideas	I	2	170	21.00	0.51	↗	0.21	0.06	1.00	76	Aug 2025
master bathroom ideas with walk in shower	I	5	390	36.00	0.76	↗	0.21	0.09	1.00	15,900,000	Aug 2025
master bathrooms	I	9	590	47.00	2.95	↗	0.21	0.39	0.87	391,000,000	Sep 2025
master bedroom bath floor plans	I	5	320	14.00	0.60	↗	0.21	0.07	0.18	17,300,000	6 days ago
master bath floor plans with walk in shower	I	2	140	17.00	0.68	↗	0.21	0.08	0.32	10	25 Nov 2025
primary bath layouts	I	1	90	12.00	1.10	↗	0.21	0.14	0.04	18,200,000	17 Nov 2025
master bathroom floor plans with walk in shower	I	3	170	17.00	1.05	↗	0.21	0.13	0.14	10	14 Nov 2025
master bedroom bathroom plans	I	2	110	6.00	0.85	↗	0.17	0.08	0.05	4	19 Nov 2025
basement lights	C	5	1,300	25.00	0.57	↗	0.17	0.06	1.00	131,000,000	Sep 2025
home improvement des moines	C	1	70	33.00	10.56	↗	0.17	1.18	0.35	3,680,000	Sep 2025
hall bathroom remodel ideas	I	3	140	15.00	1.29	↗	0.17	0.13	0.99	99	Aug 2025
great master bath layouts	I	2	110	8.00	0.84	↗	0.17	0.08	0.40	22,600,000	3 days ago
basement light ideas	I	4	210	22.00	0.46	↗	0.17	0.04	1.00	100	Aug 2025

Keyword	Intent	Pos	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Last Update
master bathroom floor plan ideas	I	2	110	16.00	0.85	↗	0.17	0.08	0.05	44,900,000	Oct 2025
sunroom conversion	I	2	110	6.00	11.17	↗	0.17	1.24	0.09	9	25 Nov 2025
master bath inspiration	I	9	390	45.00	1.42	↗	0.15	0.13	1.00	53,600,000	Sep 2025
master bathroom	C	10	5,400	41.00	2.61	↗	0.15	0.24	0.92	572,000,000	4 days ago
master bathroom layout design	I	4	170	18.00	1.36	↗	0.13	0.11	0.11	25,300,000	Sep 2025
master bathroom design ideas	I	13	2,400	39.00	0.63	↗	0.13	0.04	1.00	61,100,000	19 hours ago
modern basement bar	C I	4	170	15.00	1.23	↗	0.13	0.09	0.97	89	Sep 2025
best lighting for a basement	C	1	30	24.00	0.56	↗	0.13	0.03	1.00	30,900,000	Aug 2025
master bathroom layout plans	I	3	110	22.00	0.00	↗	0.13	0.00	0.03	39,600,000	Sep 2025
whole home additions	I	4	170	-	0.00	↗	0.13	0.00	0.00	1,190,000,000	Sep 2025
convert deck to sunroom	I	5	390	17.00	5.24	↗	0.13	0.44	0.96	588,000	6 days ago
master bathroom with bathtub and shower	I	8	320	15.00	0.00	↗	0.13	0.00	0.38	50,500,000	Sep 2025
hall bath	I	3	320	15.00	3.81	↗	0.13	0.32	0.38	256,000,000	Aug 2025
finished basement blueprints	I	3	110	16.00	2.71	↗	0.13	0.22	0.30	698,000	Aug 2025
master bedroom and bathroom ideas	I	4	320	20.00	0.58	↗	0.13	0.04	1.00	9	20 Nov 2025
master bath floor plan ideas	I	3	170	14.00	0.72	↗	0.13	0.06	0.16	22,900,000	Aug 2025
best master bathroom layouts	C	3	110	18.00	1.20	↗	0.13	0.09	0.22	17,200,000	Aug 2025
master bathroom design layout	C	4	260	14.00	1.06	↗	0.11	0.07	0.12	31,200,000	Oct 2025
master bath and closet layout	I	10	320	20.00	1.85	↗	0.11	0.13	0.04	95	Sep 2025
master bathroom remodel ideas	I	16	4,400	15.00	0.99	↗	0.11	0.06	1.00	14,900,000	27 Nov 2025
master bedroom with bathroom floor plans	I	7	260	16.00	0.94	↗	0.11	0.06	0.04	40,500,000	Sep 2025

Keyword	Intent	Pos	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Last Update
led lights for basement	C	7	210	19.00	0.73	↗	0.09	0.03	1.00	24,800,000	Sep 2025
master bath floorplan	C I	2	70	8.00	0.46	↗	0.09	0.02	0.04	10	14 Nov 2025
basement lighting options	C	3	70	18.00	0.88	↗	0.09	0.04	1.00	49,600,000	Sep 2025
great master bathroom layouts	I	2	70	13.00	0.84	↗	0.09	0.04	0.40	27,900,000	27 Nov 2025
spare bathroom ideas	I	3	90	22.00	0.29	↗	0.09	0.01	1.00	20,600,000	20 Nov 2025
master bedroom bath plans	I	3	90	5.00	0.85	↗	0.09	0.04	0.05	10	19 Nov 2025
master bath design	I	6	210	39.00	1.25	↗	0.09	0.07	0.96	99	Sep 2025
master bathroom plan	C	2	70	10.00	0.56	↗	0.09	0.02	0.07	101,000,000	10 Nov 2025
basement remodelers near me	T	12	3,600	27.00	12.60	↗	0.09	0.78	0.24	2,870,000	4 days ago
master bath design ideas	I	11	1,300	49.00	0.63	↗	0.09	0.03	1.00	56,000,000	3 days ago
primary bathroom layouts	I	2	70	23.00	1.12	↗	0.09	0.06	0.10	4,860,000	Sep 2025
best master bath layout	C	3	90	13.00	0.84	↗	0.09	0.04	0.40	26,300,000	27 Nov 2025
master bathroom layout with walk in shower	I	3	90	24.00	1.81	↗	0.09	0.11	0.21	8,380,000	Sep 2025
home renovation des moines	C	2	70	47.00	10.56	↗	0.09	0.64	0.35	1,800,000	Sep 2025
master bathroom tub shower combo	I	8	210	12.00	4.07	↗	0.09	0.24	0.98	6,730,000	Sep 2025
lighting for a basement	C	7	210	12.00	0.59	↗	0.09	0.02	1.00	171,000,000	Aug 2025
whole house remodeling	C	5	720	42.00	7.80	↗	0.09	0.48	0.09	39,400,000	Oct 2025
guest bathroom renovation	I	7	210	19.00	3.72	↗	0.09	0.22	0.99	19,900,000	Sep 2025
rusty green	I	3	70	20.00	0.00	↗	0.09	0.00	0.00	110,000,000	Sep 2025
master bathroom shower and tub ideas	C	3	90	13.00	2.30	↗	0.09	0.13	1.00	10	19 Nov 2025
master bathroom inspiration	I	12	480	49.00	1.42	↗	0.07	0.06	1.00	67,900,000	Sep 2025

Keyword	Intent	Pos	Volume	KD	CPC (USD)	URL	Traffic %	Costs %	Com.	Result	Last Update
sunroom deck	I	9	260	7.00	3.57	↗	0.07	0.17	1.00	10,400,000	Sep 2025
finished basement cost	I	12	590	30.00	5.75	↗	0.07	0.28	0.35	59,500,000	5 days ago
hallway bathroom remodel	C I	3	70	21.00	5.37	↗	0.07	0.26	1.00	16,600,000	Aug 2025
master bath plan	I	2	50	8.00	1.00	↗	0.07	0.04	0.14	52,200,000	a day ago
home remodeling des moines	C	2	110	44.00	10.56	↗	0.07	0.52	0.35	681,000	Sep 2025
modern basement lighting ideas	I	1	50	15.00	0.51	↗	0.07	0.02	1.00	50,300,000	Aug 2025
lighting basement ideas	I	2	170	23.00	0.46	↗	0.07	0.01	1.00	24,600,000	Sep 2025
master bathroom floorplan	C	2	50	15.00	0.90	↗	0.07	0.03	0.06	28,900,000	2 days ago

Local Keywords' Positions

Table below shows the top-20 highest ranking keywords (within your locality) in the previous month. This means keywords people are entering into Google within your locality. Includes local pack rankings.

Position Tracking: Top Keywords by Positions

compellinghomes.com | Desktop, Des Moines, Iowa, United States (Google) | Organic | Nov 01 – 30, 2025

Keyword	Pos. ▼	Visibility	Visibility diff.	Volume
home remodel near me	1 0	0.83%	0	2,900.0
room additions	1 0	0.83%	0	2,900.0
whole home renovation contractor near me	1 ↑ 4	0.83%	+0.69%	40.00
home addition contractor near me	1 ↑ 1	0.83%	+0.55%	720.00
whole home remodeling contractor near me	1 ↑ 5	0.83%	+0.74%	40.00
compelling homes	1 0	0.83%	0	140.00
additions and remodels	1 0	0.83%	0	170.00
house renovation companies	2 0	0.29%	0	140.00
home remodeling near me	2 0	0.29%	0	22,200
house remodeling contractors near me	2 ↓ 1	0.29%	-0.55%	320.00
whole home renovation des moines	2 0	0.29%	0	20.00

Keyword	Pos. ▼	Visibility	Visibility diff.	Volume
basement renovation des moines	2 0	0.29%	0	20.00
home remodeling contractor near me	2 ↓ 1	0.29%	-0.55%	1,000.0
whole home remodeling contractor	2 0	0.29%	0	90.00
master bath layout ideas	2 0	0.29%	0	480.00
home addition contractors	2 0	0.29%	0	4,400.0
contractor for home	3 ↓ 1	0.22%	-0.07%	140.00
home renovation contractor near me	3 0	0.22%	0	1,000.0
basement renovation contractor near me	3 ↑ 4	0.22%	+0.13%	40.00
home renovation des moines	3 ↓ 1	0.22%	-0.07%	70.00

Keywords That Improved The Most

Table below shows which keywords (top 20) improved the most in rank in the last month. That is, it shows the keywords that significantly climbed up in position. Includes local pack rankings.

Keyword Rankings 1 - 20 (120)

Keyword	KD%	compellinghomes.com			CPC	Volume
		01 Nov	30 Nov	Diff ▲		
1. spare bathroom remodel ideas <small>used in blog post</small>	28		5	+95	0.88	20
2. 5x7 bathroom remodel ideas <small>used in blog post</small>	16		6	+94	1.87	20
3. remodeling and construction <small>used in blog post</small>	54		9	+91	6.60	720
4. bath remodeling companies	50		11	+89	19.15	3,600
5. basement remodeling company des moines	3	27	9	+18	n/a	10
6. guest bathroom remodel ideas <small>used in blog post</small>	34	15	7	+8	0.95	320
7. whole home remodeling contractor near me	43	6	1	+5	n/a	40
8. remodeling services	38	13	8	+5	7.83	3,600
9. whole home renovation contractor near me	27	5	1	+4	n/a	40
10. basement renovation contractor near me	5	7	3	+4	9.00	40
11. basement finishing cost <small>used in blog post</small>	31	10	7	+3	5.29	1,600

Keyword	KD%	compellinghomes.com			CPC	Volume
		01 Nov	30 Nov	Diff ▲		
12. bathroom remodeling contractor near me volatile	60	25	23	+2	18.33	1,900
13. bathroom remodeling company des moines	36	12	10	+2	n/a	20
14. kitchen remodeling company	10	11	9	+2	12.71	2,900
15. basement lighting ideas used for blog post used in blog post	20	5	3	+2	0.32	1,300
16. what color to paint basement ceiling used in blog post	11	6	4	+2	n/a	210
17. kitchen remodel near me	56	11	10	+1	10.47	18,100
18. construction near me	58	32	31	+1	6.02	8,100
19. kitchen renovation contractor near me	50	13	12	+1	13.19	320
20. home addition contractor near me	34	2	1	+1	8.41	720

Table below shows the top 20 keywords that increased your domain ranking the most. Includes local pack rankings.

Position Tracking: Top Keywords by Positive Impact

compellinghomes.com | Desktop, Des Moines, Iowa, United States (Google) | Organic | Nov 01 – 30, 2025

Total Positive Impact: **+3.02%**

Keyword	Pos.	Visibility	Visibility Gain ▼	Volume
whole home remodeling contractor near me	1 ↑ 5	0.83%	+0.74%	40.00
whole home renovation contractor near me	1 ↑ 4	0.83%	+0.69%	40.00
home addition contractor near me	1 ↑ 1	0.83%	+0.55%	720.00
spare bathroom remodel ideas	5 ↑ 95	0.14%	+0.14%	20.00
basement renovation contractor near me	3 ↑ 4	0.22%	+0.13%	40.00
5x7 bathroom remodel ideas	6 ↑ 94	0.09%	+0.09%	20.00
what color to paint basement ceiling	4 ↑ 2	0.18%	+0.09%	210.00
basement lighting ideas	3 ↑ 2	0.22%	+0.08%	1,300.0
remodeling and construction	9 ↑ 91	0.07%	+0.07%	720.00
guest bathroom remodel ideas	7 ↑ 8	0.09%	+0.06%	320.00
basement remodeling company des moines	9 ↑ 18	0.07%	+0.05%	10.00
remodeling services	8 ↑ 5	0.08%	+0.05%	3,600.0

Keyword	Pos.	Visibility	Visibility Gain	Volume
bath remodeling companies	11 ↑ 89	0.05%	+0.05%	3,600.0
home addition contractor des moines	3 ↑ 1	0.22%	+0.04%	20.00
home addition company des moines	3 ↑ 1	0.22%	+0.04%	20.00
hall bathroom remodel	3 ↑ 1	0.22%	+0.04%	90.00
basement finishing cost	7 ↑ 3	0.09%	+0.04%	1,600.0
kitchen remodeling company	9 ↑ 2	0.07%	+0.02%	2,900.0
bathroom remodeling company des moines	10 ↑ 2	0.05%	+0.02%	20.00
kitchen remodeling company des moines	11 ↑ 1	0.05%	+0.01%	20.00

Keywords for which your domain's rankings increased the most in the selected time period

Google Business Profile Report

Performance Overview

Impressions

997 ↓40.8%

Interactions

92 ↓40.6%

Impressions Desktop Sear...

463 ↓36.7%

Impressions Mobile Search

433 ↓50.1%

Total Reviews

57

Website Clicks

56 ↓35.6%

Google Search Console Report

Google information below shows how many clicks your website got by devices, country as well as other metrics like impression, average click-through-rate in the current month compared to the previous month.

Clicks

1.55K ↓9.2%

Impressions

392.75K ↓1.2%

Average CTR

0.4% ↓8.1%

Average Position

14.91 ↑8.7%

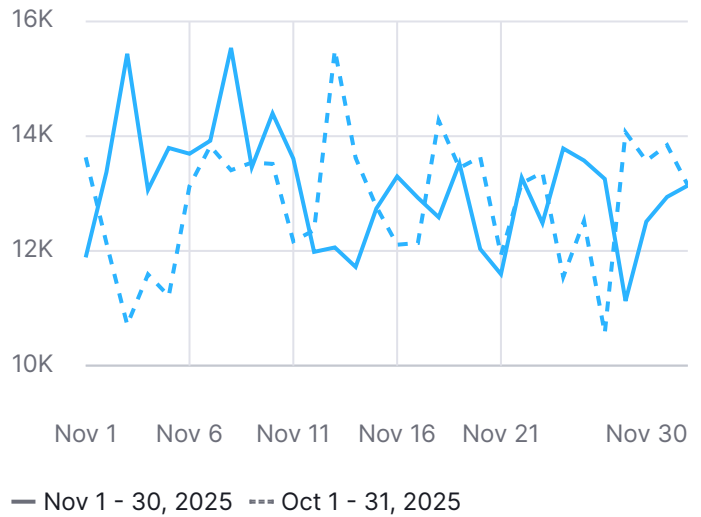
Clicks

Period: Nov 1 - 30, 2025 | Compare to: Oct 1 - 31, 2025 | Site



Impressions

Period: Nov 1 - 30, 2025 | Compare to: Oct 1 - 31, 2025 | Site



Metrics: Page

Period: Nov 1 - 30, 2025 | Compare to: Oct 1 - 31, 2025 | Site: sc-domain:compellinghomes.com

Page	Clicks	Impressions	Average CTR	Average Position
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Page	Clicks	Impressions	Average CTR	Average Position
https://www.co... th-layout-ideas	473 ↓14.6%	50.35K ↑3.5%	0.9% ↓17.5%	11.18 ↑12.2%
https://www.c... n-up-your-space	281 ↓4.1%	28.34K ↑11.2%	1% ↓13.8%	7.72 ↑4%
https://www.c... m-remodel-ideas	137 ↑31.7%	6.35K ↑41.4%	2.2% ↓6.8%	6.74 ↓7.3%
https://www.co... asement-ceiling	96 ↑11.6%	5.74K ↑8.6%	1.7% ↑2.8%	8.25 ↑15.8%
https://www.c... m-remodel-ideas	93 ↑9.4%	96.9K ↓13.2%	0.1% ↑26.1%	12.48 ↑5.3%
https://www.co... llinghomes.com/	69 ↓41.5%	15.48K ↑1.1%	0.4% ↓42.1%	18.1 ↑3.1%
https://www.c... ement-bar-ideas	67 ↑15.5%	20.56K ↑13.4%	0.3% ↑1.8%	7.97 ↑21.3%
https://www.c... deck-to-sunroom	67 ↓27.2%	5.06K ↓19.6%	1.3% ↓9.4%	13.71 ↑26.9%
https://www.c... athroom-remodel	33 ↑32%	3.71K ↑2.9%	0.9% ↑28.3%	9 ↓1.5%
https://www.c... when-remodeling	31 ↓39.2%	6.27K ↓6.1%	0.5% ↓35.3%	9.42 ↓2%
https://www.c... form-your-space	25 ↓19.4%	49.19K ↓3.5%	0.1% ↓16.5%	11.32 ↑9.3%
https://www.... nd-shower-combo	22 ↑4.8%	6.69K ↑14.8%	0.3% ↓8.8%	15.93 ↑33.3%
https://www.co... r-outdoor-space	21 ↑23.5%	3.02K ↑8.6%	0.7% ↑13.8%	20.22 ↑2.2%
https://www.c... your-media-room	15 ↑25%	8.6K ↑12.8%	0.2% ↑10.8%	29.6 ↑12.1%
https://www.c... hen-in-basement	11 ↑120%	2.95K ↓2.9%	0.4% ↑126.5%	13.54 ↑25.5%
https://www.co... -floor-scramble	11 ↑22.2%	1.21K ↓11.3%	0.9% ↑37.8%	7.32 ↓2.1%
https://www.c... m-remodel-ideas	8 ↑300%	2.03K ↑44.2%	0.4% ↑177.4%	45.65 ↑22.2%

Page	Clicks	Impressions	Average CTR	Average Position
https://www.c... cost-2024-guide	7 ↑16.7%	8.77K ↑9.4%	0.1% ↑6.7%	30.26 ↑25.6%
https://www.co... -for-your-space	7 ↓46.2%	13.59K ↓0.1%	0.1% ↓46.1%	20.36 ↑1.5%
https://www.c... n-on-investment	6 ↑500%	1.01K ↓3.5%	0.6% ↑521.5%	27.04 ↑1.8%
https://www.co... asement-ceiling	6 ↓40%	1.97K ↑2.6%	0.3% ↓41.5%	14.81 ↑17.6%
https://www.c... ompelling-homes	5 ↓28.6%	2.15K ↑0.6%	0.2% ↓29%	12.55 ↑15.3%
https://www.c... cost-des-moines	5 ↓28.6%	1.15K ↑36.3%	0.4% ↓47.6%	22.94 ↑4.1%
https://www.co... deling-contract	4 ↓20%	447 ↓27.9%	0.9% ↑11%	9.13 ↑23.8%
https://www.co... -home-blueprint	4 ↓63.6%	3.15K ↓9.4%	0.1% ↓59.9%	16.73 ↑11.8%

Metrics: Device

Period: Nov 1–30, 2025 | Compare to: Oct 1–31, 2025 | Site: sc-domain:compellinghomes.com

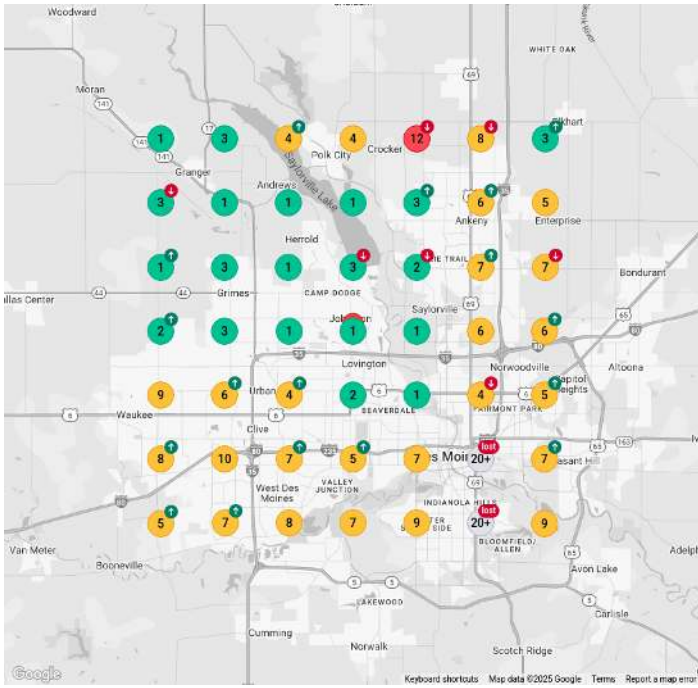
Device	Clicks	Impressions	Average CTR	Average Position
Mobile	888 ↑2.9%	215.78K ↑0.5%	0.4% ↑2.4%	13.21 ↑7.5%
Desktop	634 ↓20.6%	173.14K ↓3.5%	0.4% ↓17.7%	17.16 ↑10.4%
Tablet	32 ↓37.3%	3.83K ↑5.6%	0.8% ↓40.6%	8.41 ↑28.1%

Google Map Pack Tracking Report

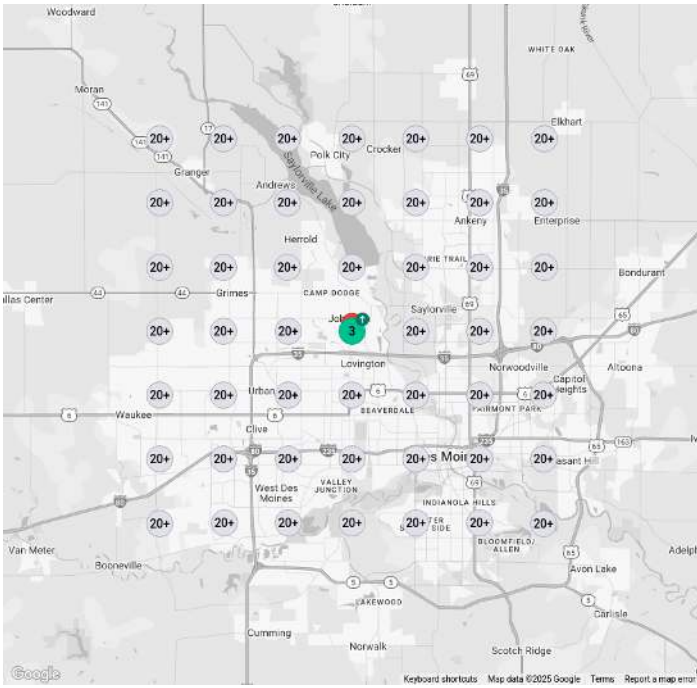
Map rank tracker is useful for seeing the strength of your local ranking (1–20) for certain keywords people enter on Google Maps. Green shows your site ranks high when the associated keyword is entered on Google Maps in respective localities. Red shows your site ranks low when the keyword is entered.

Map Rank Tracker: Heatmap

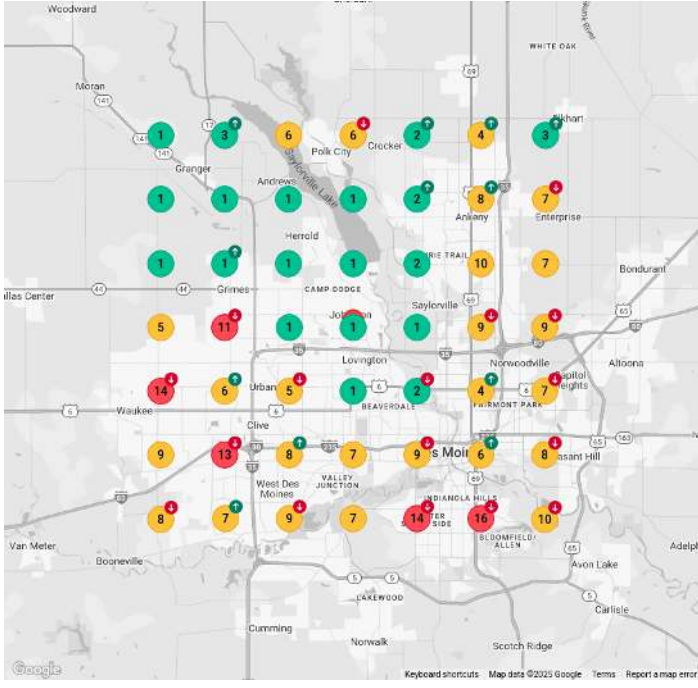
Compelling Homes (5650 NW Johnston Dr A, Johnston, IA 50131)



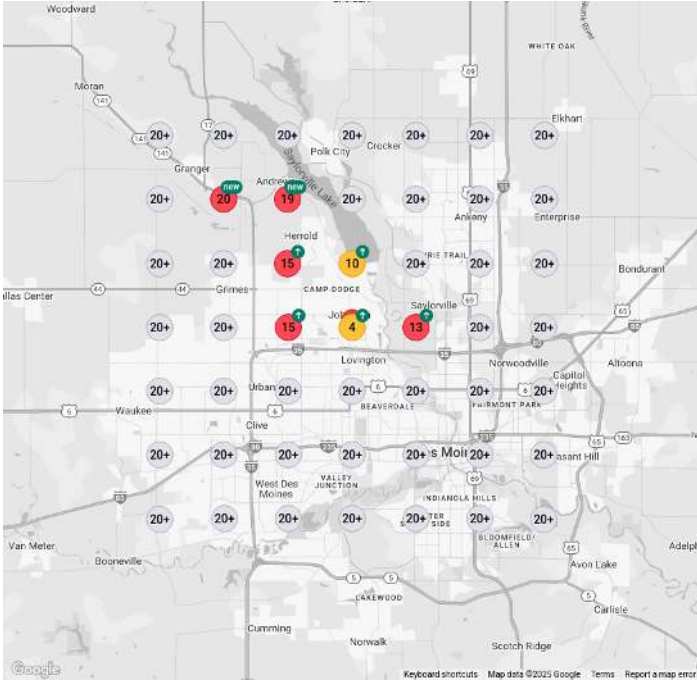
home remodeler



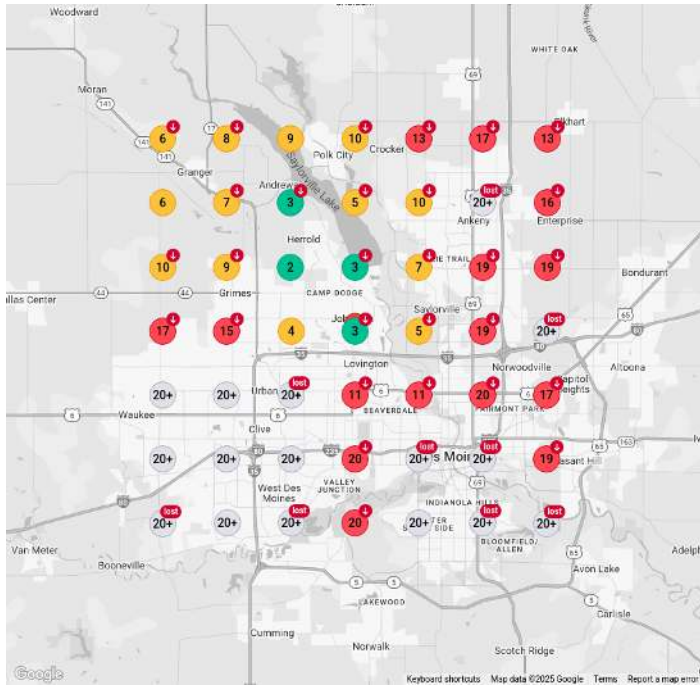
interior design



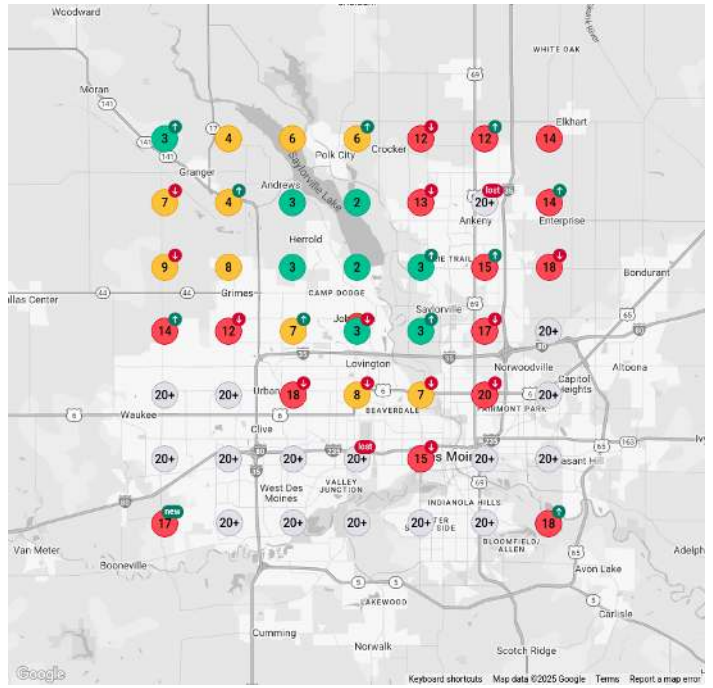
home renovation



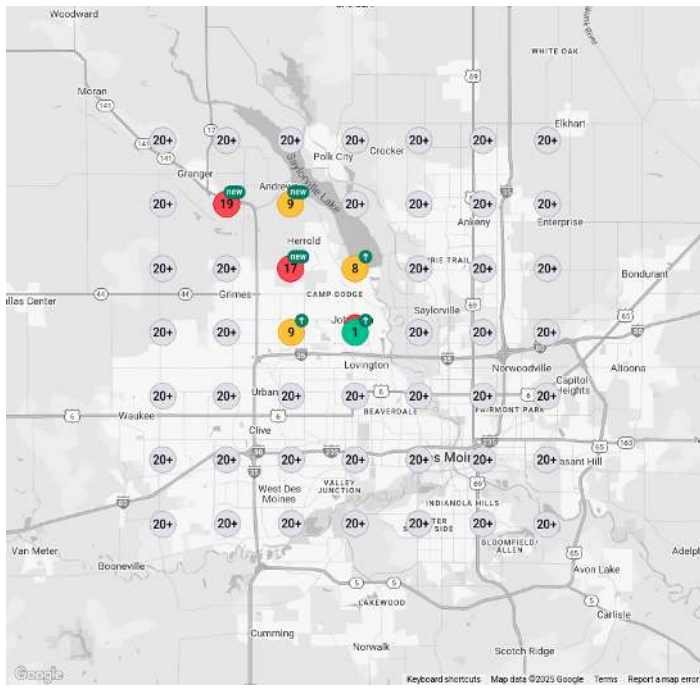
design and build



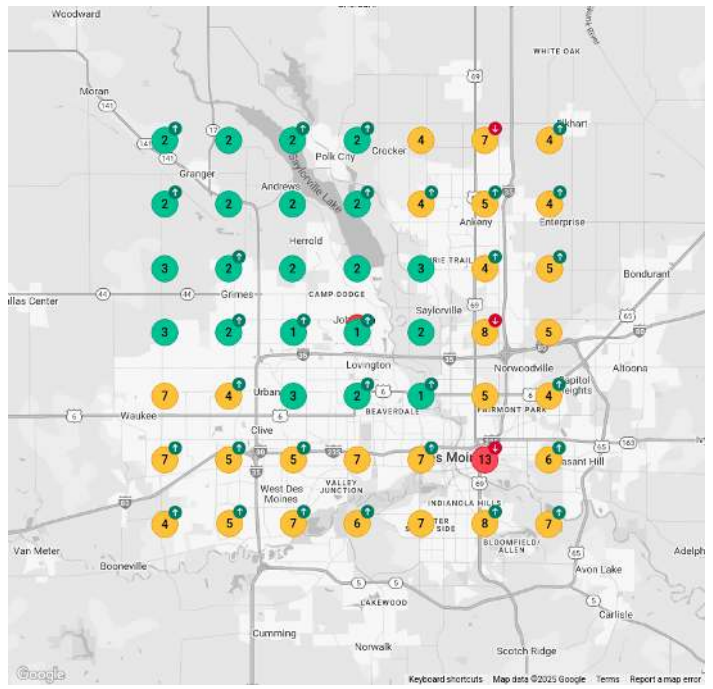
kitchen remodeler



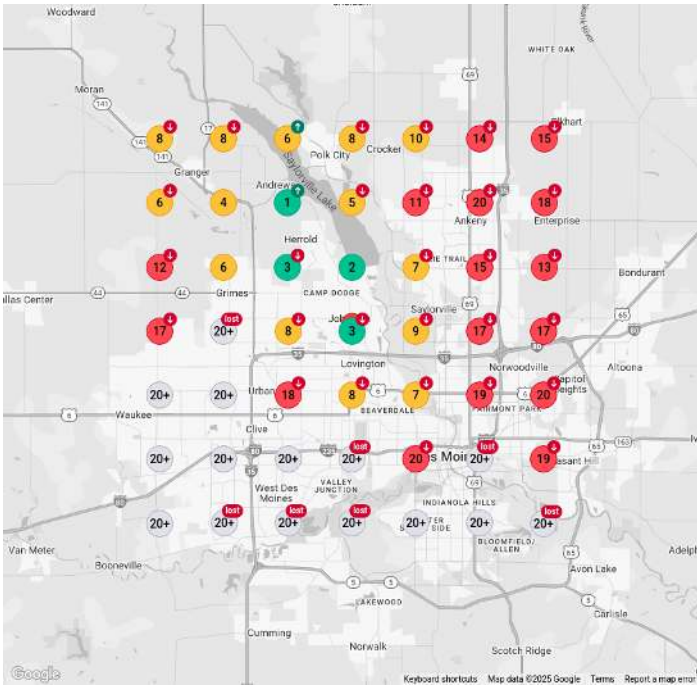
bathroom remodeler



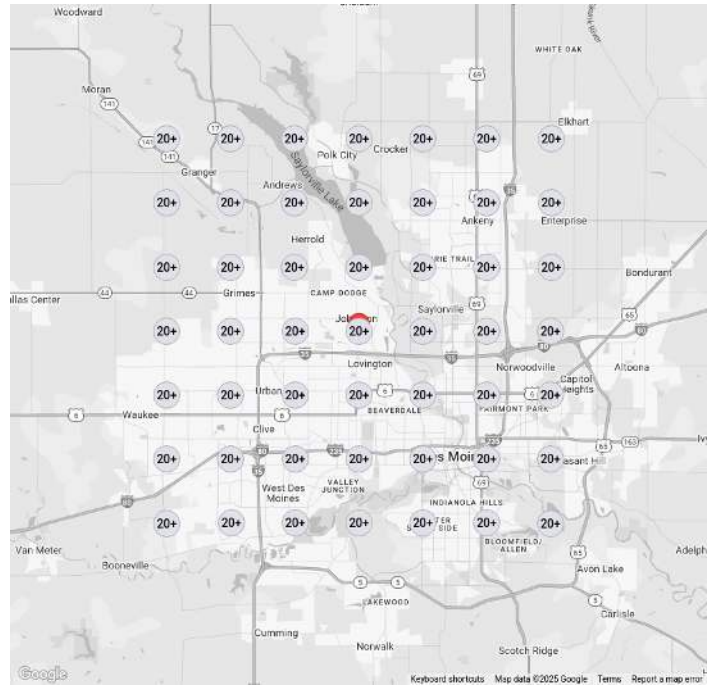
general contractor



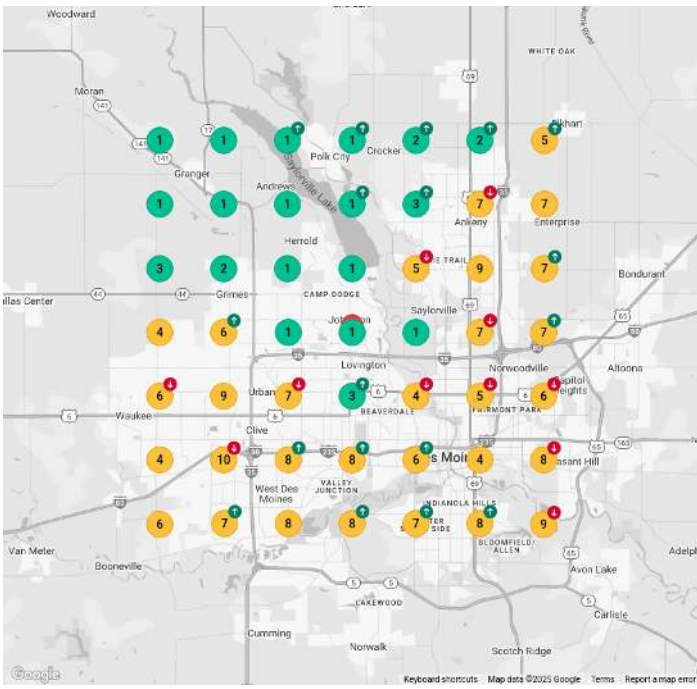
basement remodeler



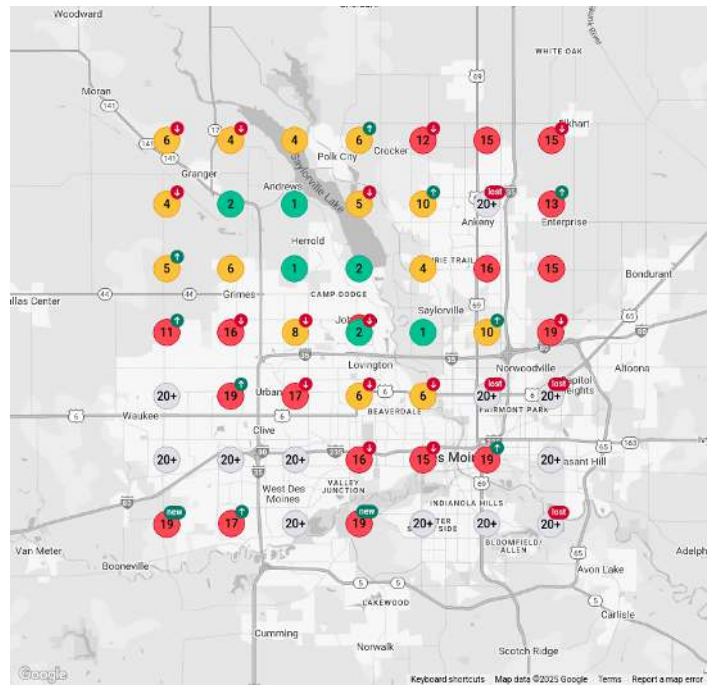
kitchen remodeling



design agency portfolio



remodeler cost estimates



bathroom remodeler near me

Citation List Report

This report shows you where we have your NAP information (business name, address, and phone number) online and their current status.

Listing Details

Compelling Homes (5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US):

Listing Details	Status	Name / Address / Phone	URL
8coupons	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
Amazon Alexa	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available
American Express	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available
Apple	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
AroundMe	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
Better Business Bureau	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available
Bing	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing

Listing Details	Status	Name / Address / Phone	URL
Brave	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available
Brownbook.net	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
Central Index US	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
ChamberofCommerce.com	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
CitySearch	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
CitySquares	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
Cylex	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing

Listing Details	Status	Name / Address / Phone	URL
DexKnows	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
Dun & Bradstreet	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available
eLocal	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
EZlocal	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
Facebook	Processing	Processing your listing This may be one of the following operations: connecting to a business directory, opting in or opting out of your listing.	No direct link is available
Find Open	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
Foursquare	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available

Listing Details	Status	Name / Address / Phone	URL
GoLocal247	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
Google Business Profile	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
HERE	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available
HotFrog	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
Hours.com	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
iBegin	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
iGlobal	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing

Listing Details	Status	Name / Address / Phone	URL
Insider Pages	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
Instacart	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available
Instagram	Processing	Processing your listing This may be one of the following operations: connecting to a business directory, opting in or opting out of your listing.	No direct link is available
Mapbox	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available
MapQuest	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
Mapstr	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available
MerchantCircle	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing

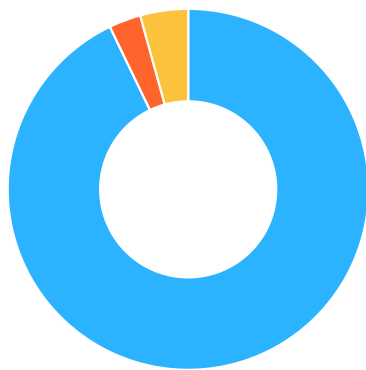
Listing Details	Status	Name / Address / Phone	URL
Meta Places Graph	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available
Money Mailer	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available
My Local Services	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
n49	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
Navmii	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
Nextdoor	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
OpenAI	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available

Listing Details	Status	Name / Address / Phone	URL
Opendi	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
Pitney Bowes	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available
Postmates	Unavailable	Your business is not currently categorized for this directory. If you feel you should be, you can add additional categories to this location. If you have recently added categories, please allow 24 hours for this message to reset.	No direct link is available
Property Capsule	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
SafeGraph	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available
ShowMeLocal	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing
Siri	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	View listing

Listing Details	Status	Name / Address / Phone	URL
Snapchat	Connected	Compelling Homes 5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US (515) 306-5893	No direct link is available

Listing Statuses

Compelling Homes (5650 NW Johnston Dr. Suite A, Johnston, IA, 50131, US):



● Connected	92.9%	65
● Submitted	0%	0
● Processing	2.9%	2
● Disconnected	0%	0
● Unavailable	4.3%	3
<hr/>		
Total		70