



Domain Overview (Desktop)

adamspoolandspa.com

Organic Search: Summary

US | Domain | adampoolandspa.com

9 0% TRAFFIC

| | | |
|--------------|------|------|
| Semrush Rank | 7.9m | |
| Keywords | 16 | -16% |
| Traffic Cost | \$45 | 45% |

Paid Search: Summary

US | Domain | adampoolandspa.com

0 0% TRAFFIC

| | | |
|--------------|-----|----|
| Keywords | 0 | 0% |
| Traffic Cost | \$0 | 0% |

Backlinks: Summary

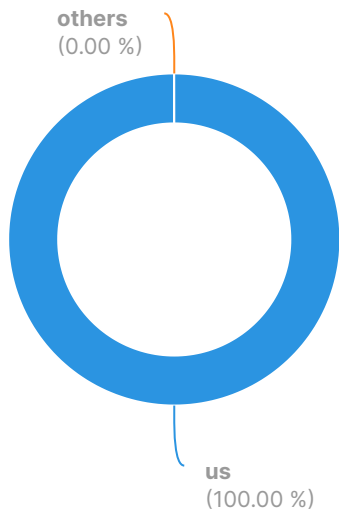
Root Domain: adampoolandspa.com

138 TOTAL BACKLINKS

| | |
|-------------------|----|
| Referring Domains | 70 |
| Referring IPs | 77 |

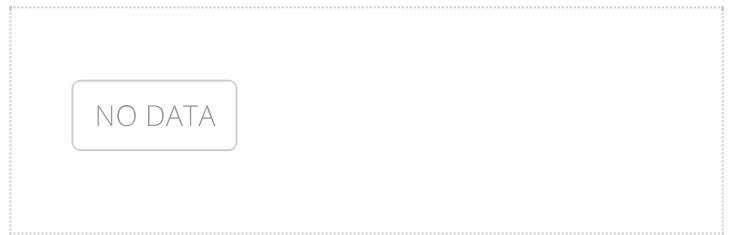
Organic Search: Keywords By Country

US | Domain | adampoolandspa.com



Paid Search: Ad Keywords by Country

US | Domain | adampoolandspa.com



Traffic: Organic vs Paid

US | Domain | adampoolandspa.com | All time



Organic search traffic

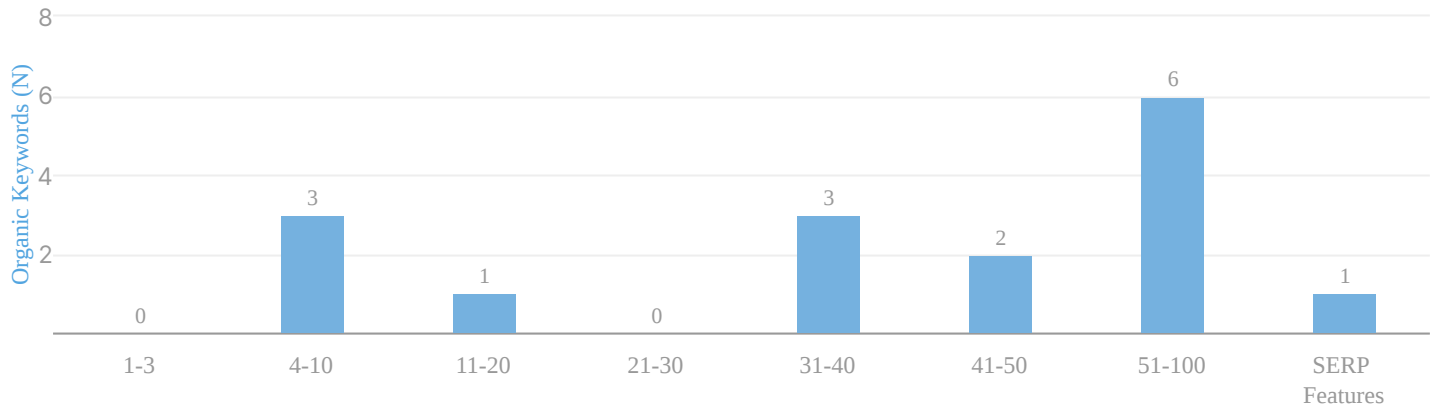
Organic Search: Top Keywords (16)

US | Domain | adampoolandspa.com

| Keyword | Pos | Volume | Traffic |
|-------------------------|-----|--------|---------|
| adams pool service | | 40 | 100.00% |
| adams swimming pool inc | 77 | 40 | 0.00% |
| pool service long beach | 6 | 30 | 0.00% |
| adams pools | 36 | 480 | 0.00% |
| adams pool specialties | 50 | 170 | 0.00% |

Organic Search: Keyword Position Distribution

US | Domain | adampoolandspa.com



Keywords by Intent

US | Domain | adampoolandspa.com

| Intent | Percentage | Keywords | Traffic |
|---------------|------------|----------|---------|
| Informational | 15.8% | 3 | 0 |
| Navigational | 10.5% | 2 | 0 |
| Commercial | 57.9% | 11 | 9 |
| Transactional | 15.8% | 3 | 0 |

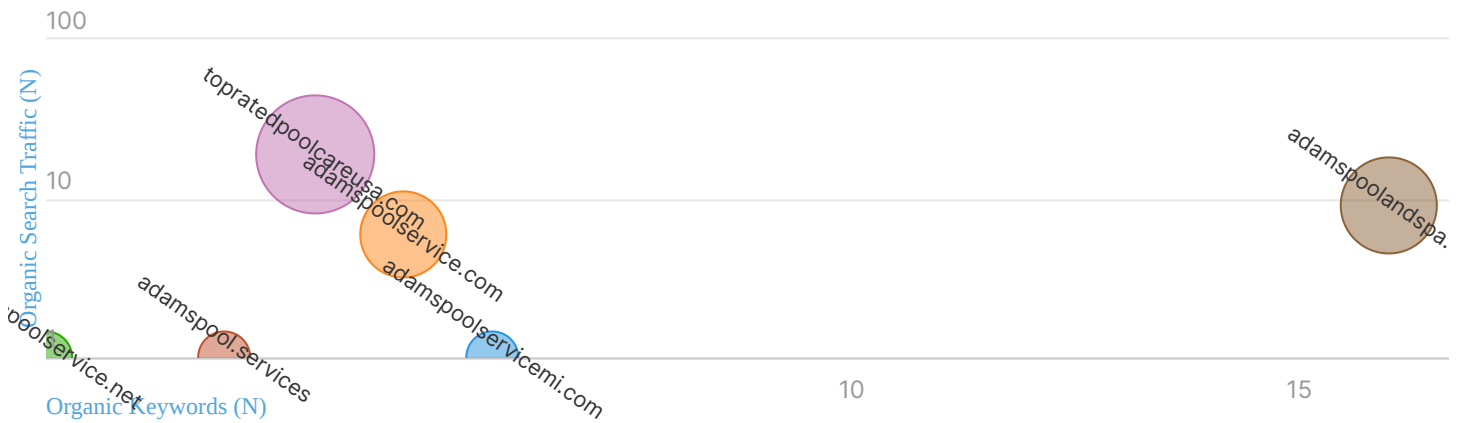
Organic Search: Top Competitors (49)

US | Domain | adampoolandspa.com

| Competitor | Com. Keywords | SE Keywords | Com. Level |
|-------------------------|---------------|-------------|------------|
| adampoolservicemi.com | 1 | 6 | 51% |
| adampoolservice.com | 1 | 5 | 51% |
| adampoolservice.net | 1 | 1 | 51% |
| adampool.services | 1 | 3 | 51% |
| topratedpoolcareusa.com | 2 | 4 | 43% |

Organic Search: Competitive Position Map

US | Domain | adampoolandspa.com



Organic Branded Search

US | Domain | adampoolandspa.com

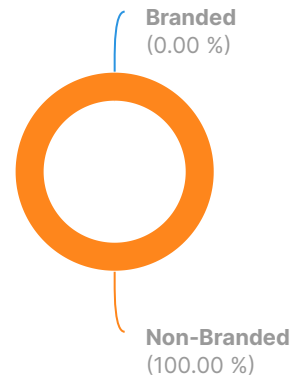
0% TRAFFIC

Keywords 0

Branded vs Non-Branded

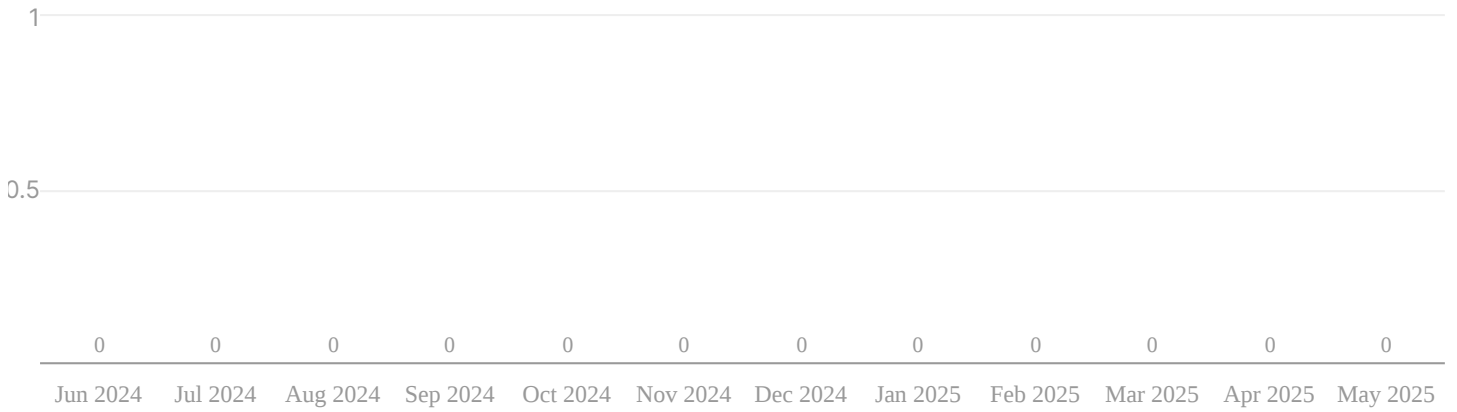
US | Domain | adampoolandspa.com

0.00% Branded Traffic, 100.00% Non-Branded Traffic



Organic Search: Branded Traffic Trend

US | Domain | adamspoolandspa.com



Paid search traffic

Paid Search: Top Keywords

US | Domain | adamspoolandspa.com



Paid Search: Ad Copy Position Distribution

US | Domain | adamspoolandspa.com



Paid Search: Top Competitors

US | Domain | adamspoolandspa.com





Paid Search: Competitive Positioning Map

US | Domain | adamspoolandspa.com



Sample Ads

US | Domain | adamspoolandspa.com



Backlinks

Top backlinks

Root Domain: adampoolandspa.com

| Referring page Title / Referring page URL | Anchor text / Link URL | Type |
|--|---|-------|
| Best 30 Swimming Pool Repair in Long Beach, CA superpages.com https://www.superpages.com/long-beach-ca/swimming-pool-repair... | https://adampoolandspa.com/ | Image |
| Best 30 Swimming Pool Repair in Cerritos, CA superpages.com https://www.superpages.com/cerritos-ca/swimming-pool-repair-ser... | Visit Website https://adampoolandspa.com/ | Image |
| Best 30 Swimming Pool Repair in Long Beach, CA superpages.com https://www.superpages.com/long-beach-ca/swimming-pool-repair... | Visit Website https://adampoolandspa.com/ | Image |
| Top 30 Swimming Pool Repair in Cerritos, CA DexKnows.com https://www.dexknows.com/cerritos-ca/swimming-pool-repair-servi... | Icon - external link Visit Website https://adampoolandspa.com/ | Image |
| Top 30 Swimming Pool Repair in Hawaiian Gardens, CA DexKnows.com https://www.dexknows.com/hawaiian-gardens-ca/swimming-pool-r... | Icon - external link Visit Website https://adampoolandspa.com/ | Image |

Backlinks: Top Anchors

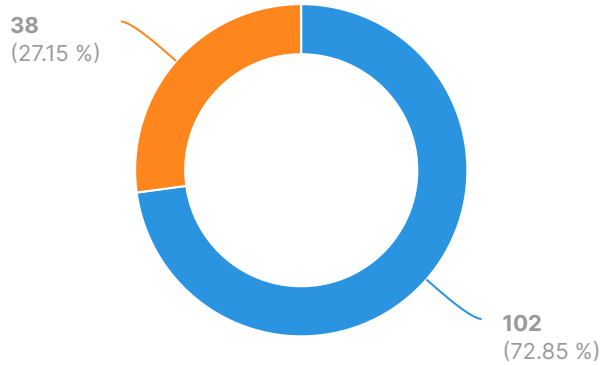
Root Domain: adampoolandspa.com

| Anchors | Percentage | Domains | Backlinks |
|------------------------------------|------------|---------|-----------|
| adampoolandspa.com | 68% | 52 | 96 |
| website | 7% | 1 | 10 |
| icon - external link visit website | 6% | 1 | 8 |
| visit website | 4% | 3 | 5 |
| adams pool & spa services | 3% | 2 | 4 |

Backlinks: Follow vs Nofollow

adamspoolandspa.com

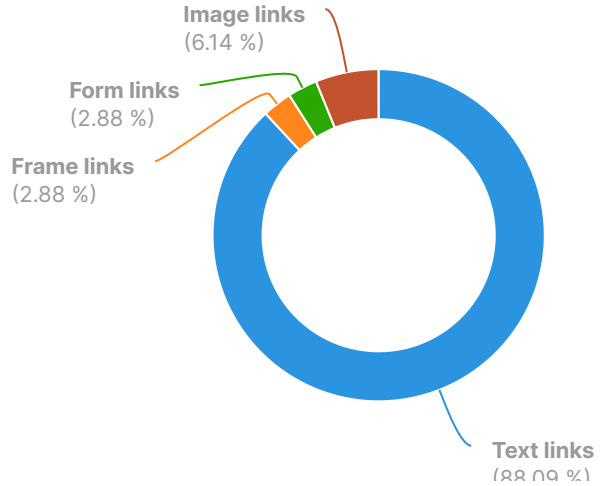
102 Follow links 38 Nofollow links



Backlinks Types

adamspoolandspa.com

129 Text links 0 Frame links 0 Form links 9 Image links



Backlinks: Top Referring Domains

Root Domain: adamspoolandspa.com

| Root Domain | Backlinks | IP / Country |
|---|-----------|-----------------|
| cleanpools.co | 38 | 104.21.85.156 |
| poolservicehq.com | 11 | 151.101.130.159 |
| dexknows.com | 8 | 104.18.41.181 |
| intently.co | 4 | 67.227.198.170 |
| startupwebsolutions.com.au | 3 | 172.67.138.213 |

Backlinks: Top Indexed Pages

Root Domain: adamspoolandspa.com

| Title and URL | Domains | Backlinks |
|--|---------|-----------|
| Adam's Pool & Spa - #1 Rated Long Beach Pool Service Company https://adamspoolandspa.com/ | 59 | 117 |
| http://adamspoolandspa.com/ | 4 | 12 |
| Schedule Service - Adams Pool and Spa https://adamspoolandspa.com/schedule-service/ | 1 | 1 |
| https://adamspoolandspa.com/2021/07/ | 0 | 0 |
| https://adamspoolandspa.com/2021/07/29/ | 0 | 0 |