



Domain Overview (Desktop)

suzukimotos.com.br

Organic Search: Summary

BR | suzukimotos.com.br

234.0K -4% TRAFFIC

SEMrush Rank	2.2k	
Keywords	3.5K	1%
Traffic Cost	R\$84.1K	-3%

Backlinks: Summary

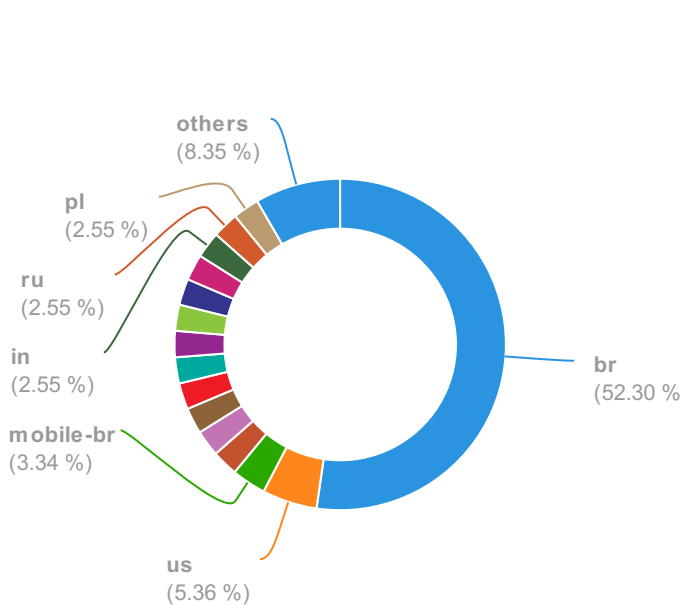
Root Domain: suzukimotos.com.br

4.3K TOTAL BACKLINKS

Referring Domains	483
Referring IPs	491

Organic Search: Keywords By Country

suzukimotos.com.br



Paid Search: Summary

BR | suzukimotos.com.br

3 0% TRAFFIC

Keywords	4	0%
Traffic Cost	R\$0	0%

Display Advertising: Summary

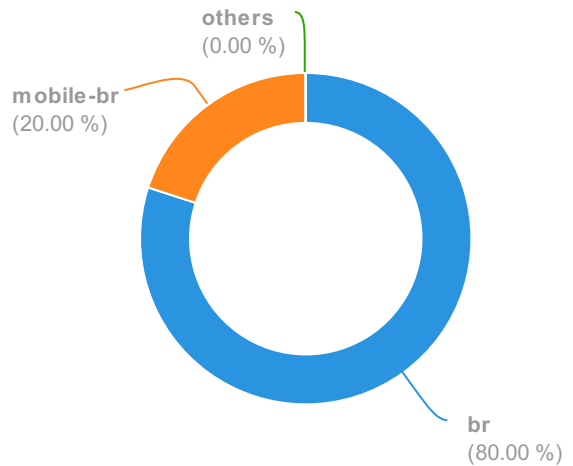
suzukimotos.com.br

0 0% ADS

Publishers	0	0%
Advertisers	0	0%

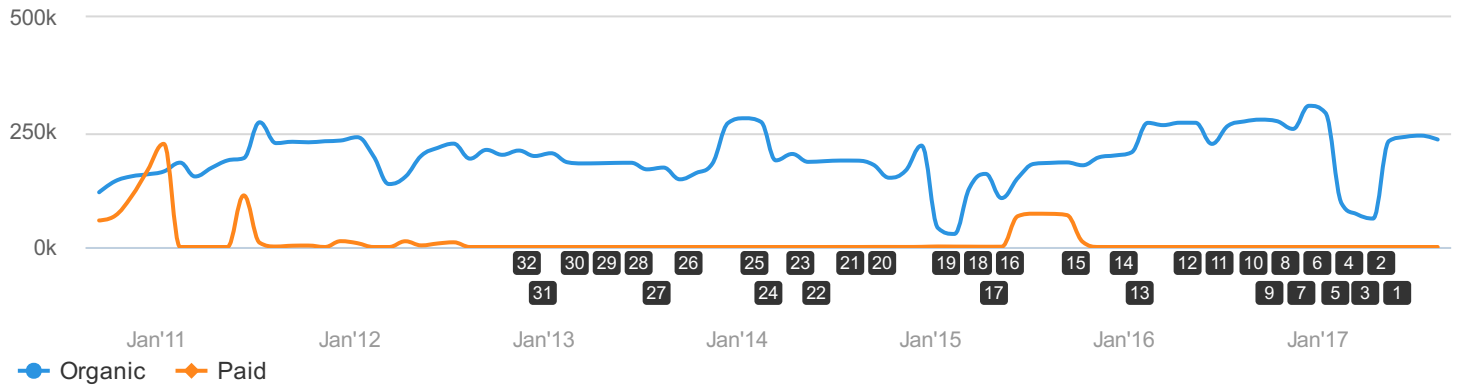
Paid Search: Ad Keywords by Country

suzukimotos.com.br



Traffic: Organic vs Paid

suzukimotos.com.br | BR | All time



#	Date ▼	Note	Category
1	Jun 24, 2017	Significant Long-term Google Update ↗ With the SEMrush Sensor showing all-time-high volatility scores, this seems to be the biggest update so far. Many webmasters have also confirmed that they've seen traffic changes. Despite all efforts, this analysis has revealed no patterns for the update, and there has been no official announcement from Google.	Google organic
2	May 17, 2017	Weeklong Google Update ↗ The SEMrush Sensor has reported a high volatility in Google's search results. Some webmasters have also confirmed that there was an update. Although this change may be caused by the recent drop of the Featured Snippet link from search results, it is not enough to completely explain the shifts, which have been occurring for a week already.	Google organic
3	Apr 17, 2017	Started using SEMrush service ↗ Your first note in SEMrush! Notes help you record important events and website changes to track them on SEMrush charts. Read more here: http://smr.sh/IGx	My notes
4	Mar 8, 2017	Large Google Rankings Update 'Fred' ↗ Webmaster forums have reported numerous position and traffic shifts. The SEMrush Sensor is also showing a High level of volatility this day. Google's representatives have officially confirmed that they released an update that specifically targets websites with "quality issues."	Google organic
	Mar 6, 2017	Google shows more Top Stories in Related Picks ↗ Google has added a new feature that allows users to see more AMPs in search results. Some pages now show the 'Related picks' section under Top Stories, which can be expanded into a series of AMPs.	Google organic
5	Feb 7, 2017	Google Algorithm Update on Feb 7th ↗ Although less than a week has passed since the previous shift in rankings, it appears that Google is rolling out another ranking algorithm update. Many webmasters and tracking tools, including SEMrush Sensor, have reported significant rankings changes in Google search results.	Google organic
	Feb 1, 2017	Google Algo Update Seems to Target PBNs ↗ Webmasters and the BlackHatWorld forum have reported that there seems to be a Google update penalizing PBNs (Private Blog Networks), a black hat SEO technique. Although these claims are supported by data from different tracking tools, including SEMrush Sensor, Google has not officially confirmed this update.	Google organic

#	Date▼	Note	Category
6	Jan 10, 2017	Intrusive Interstitials Mobile Penalty ↗ Google has announced that starting January 10th it will be penalizing mobile pages with interstitials that impede user access to content. Here are the examples of techniques that could be penalized: - Pop-ups that cover the main content - Standalone interstitial that needs to be dismissed to access the main content - Hiding the main content below the fold	Google organic
7	Dec 13, 2016	BR Database Update ↗ SEMrush BR database now contains over 12 million keywords.	SEMrush
	Dec 7, 2016	Desktop Search UI Update ↗ Google has updated the UI of its desktop search, bringing it closer to mobile UI. Apart from several visual changes, the desktop users now see more cards.	Google organic
8	Nov 23, 2016	AMP Carousels for Hotel Listings ↗ Google now shows a new AMP Carousel for hotel listings in mobile search results.	Google organic
	Nov 18, 2016	Top 100 positions analysis Since November 18, we've started analyzing the first 100 positions in organic search results. Previously, we only analyzed the first 20 results. We believe it will help you reveal your competitors' best keywords before they get higher rankings for them	SEMrush
	Nov 10, 2016	Google Algo Update: Mobile Impacted ↗ Several SERP tracking tools indicated significant changes in rankings on Thursday, November 10th. Symptoms indicate mobile-related changes, probably testing of mobile-first index.	Google organic
9	Oct 13, 2016	Penguin 4.0 rollout complete ↗ Gary Illyes from Google confirmed that the rollout of Penguin 4.0 which started on September 23rd is completed by now.	Google organic
10	Sep 28, 2016	Penguin 4.0 Recoveries start to roll out ↗ Penguin 4.0 penalty recoveries started to roll out on September 28th, according to Gary Illyes from Google. They seem to be completed by the beginning of next week, October 3rd.	Google organic
	Sep 23, 2016	Penguin 4.0 launch ↗ Google has officially launched Penguin 4.0. The update eliminates the long wait for site owners to recover if they have been penalized. Also, Penguin is now part of the core algorithm, same as Panda.	Google organic
	Sep 20, 2016	AMPs indexed in organic search ↗ Google has officially rolled out Accelerated Mobile Pages in organic search results around the world. Corresponding pages may see an increase in mobile traffic	Google organic
	Sep 2, 2016	Google Core Algo Update on Weekend ↗ Changes in core and local web search results have been widely reported by webmasters and ranking tools. John Mueller of Google did not officially confirm the update, although said it is definitely not Penguin 4.0.	Google organic
11	Jul 26, 2016	Expanded Text Ads are Live Google has officially launched expanded text ads. The extra-long ads with double headlines are now available across all devices. This may potentially change paid traffic flows.	Google paid
12	May 12, 2016	Mobile Friendly Boost ↗ Google representatives announce completion of an update which improves positions of mobile-friendly websites in mobile search	Google organic


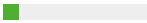
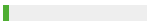
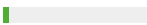
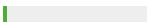
#	Date▼	Note	Category
13	Feb 20, 2016	Right sidebar Ads removed ↗ Google will no longer show ads in the right sidebar. Now it will place up to four ads above the search results and all the rest will be moved to the bottom of the results page, which may lead to a drop in click-through rates. This update is limited to desktop search results.	Google paid
14	Jan 16, 2016	Burj Khalifa Update ↗ Another core algorithm update confirmed by Google's representatives after significant fluctuations on the weekend.	Google organic
	Jan 8, 2016	Google Core Update ↗ Google's representatives have confirmed that they rolled out a core ranking algorithm update that took more than a week to complete.	Google organic
15	Oct 26, 2015	RankBrain Introduction ↗ Google announced the usage of machine-learning algorithm called RankBrain to sort search results	Google organic
16	Jun 22, 2015	Panda 4.2 ↗ Google has announced that it has launched a Panda refresh, but it may take months to fully roll out.	Google organic
17	May 3, 2015	The Quality Update ↗ Google has confirmed that it made changes to its core ranking algorithm in terms of how quality signals are processed.	Google organic
18	Apr 22, 2015	Mobile Friendly Update ↗ Google has begun the global rollout of the mobile-friendly update that impacts search rankings on mobile devices only. This update introduces mobile-friendliness as a ranking factor and applies only to individual pages, not entire websites.	Google organic
19	Feb 5, 2015	Unnamed Update ↗ Multiple SERP-trackers and many webmasters reported major flux in Google SERPs. Google did not officially confirm an update.	Google organic
20	Oct 24, 2014	Google Pirate Update ↗ Google announced an update to its filtering system. Near the end of the month torrent tracker websites took a dive in the search results	Google organic
	Oct 23, 2014	Panda 4.1 ↗ Google has announced that the latest version of its Panda Update — a filter designed to penalize “thin” or poor content from ranking well — has been released	Google organic
	Oct 17, 2014	Penguin 3.0 ↗ Google updated their Penguin algorithm with version 3.0. It evaluates a site's backlink profile and may demote a site if it is poor	Google organic
	Oct 2, 2014	In the News' Box ↗ Google made a change in the display of the News-box results, and later announced they had expanded the news websites links set	Google organic
21	Aug 24, 2014	Authorship Removed ↗ John Mueller of Google Webmaster Tools announced that Google will completely stop showing authorship information in search results - both author photos and bylines	Google organic

#	Date▼	Note	Category
	Aug 6, 2014	HTTPS as rank signal ↗ Google officially announced their decision to start using HTTPS as a ranking signal. Initially the update would affect less than 1% of queries, but we should expect for HTTPS to gain weight over time	Google organic
22	Jun 12, 2014	Payday Loan 3.0 ↗ The third version of PayDay Loan algorithm is officially announced, specifically targeting “very spammy queries”	Google organic
23	May 19, 2014	Panda 4.0 ↗ Matt Cutts announced the release of a major Panda update, affecting different languages to different degrees. For English-language the amount of affected queries revolving around 7,5%	Google organic
	May 16, 2014	Payday Loan 2.0 ↗ Google has confirmed they have released a new algorithm update to their Payday Loan Algorithm update over this weekend. This algorithm specifically targets “very spammy queries”	Google organic
24	Mar 24, 2014	Unnamed Update ↗ Major algorithm flux trackers and sites reported ranking changes, but this update was never confirmed by Google.	Google organic
25	Feb 6, 2014	Top Heavy 3 ↗ Google has released a refresh of its Page Layout Algorithm. The filter, downgrades the ranking of a web page with too many ads at the top or if the ads are deemed too distracting for users.	Google organic
26	Oct 22, 2013	AdRank Update ↗ Google announced a change to Ad Rank, its ad serving calculation in AdWords that determines where your ad shows and how much you’ll pay per click. In addition to max CPC bid and quality score, Ad Rank will now factor in the expected impact from ad extensions and formats	Google paid
	Oct 4, 2013	Penguin 2.1 ↗ The fifth confirmed release of Google’s “Penguin” spam fighting algorithm went live, expected to impact about 1 percent of all searches	Google organic
27	Aug 20, 2013	Hummingbird ↗ Officially announced by Google a month later, Humminbird is an update of its core ranking algorithm	Google organic
28	Jul 27, 2013	Multi-Week Update ↗ A series of updates confirmed by Google representatives, spanning several weeks	Google organic
29	May 22, 2013	Penguin 2.0 ↗ Matt Cutts, the head of Google’s Web spam team, announced the new Penguin 2.0 update saying that 2.3% of English queries will be noticeably impacted by this update	Google organic
30	Mar 14, 2013	Panda #25 ↗ Final update before incorporation of Panda into main algorithm	Google organic
31	Jan 22, 2013	Panda #24 ↗ Official Panda update announce by Google	Google organic
32	Dec 21, 2012	Panda #23 ↗ Official Panda update announce by Google	Google organic

Organic search traffic

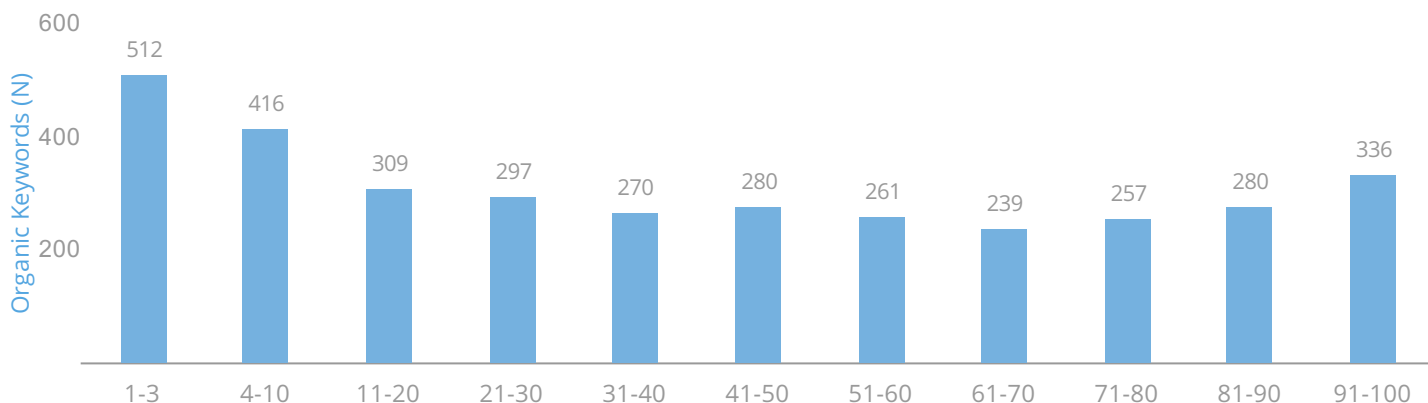
Organic Search: Top keywords (3,463)

BR | suzukimotos.com.br

Keyword	Pos	Volume	CPC	Traffic
suzuki	1 (1)	135,000	0.08	46.15% 
suzuki motos	1 (1)	33,100	0.13	11.31% 
hayabusa	1 (3)	22,200	0.10	4.45% 
motos suzuki	1 (1)	12,100	0.08	4.13% 
moto suzuki	1 (1)	8,100	0.09	2.76% 






Organic Search: Keyword Position Distribution

BR | suzukimotos.com.br



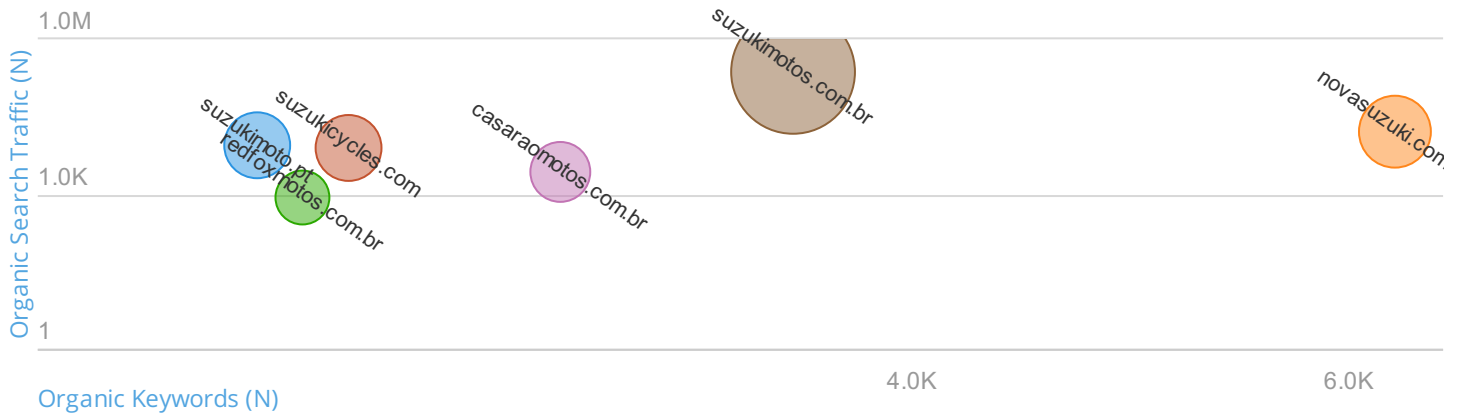
Organic Search: Top Competitors (1,229)

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Competitor	Com. Keywords	SE Keywords	Com. Level
suzukimoto.pt	201	1.0k	77% 
novasuzuki.com.br	306	6.2k	75% 
redfoxmotos.com.br	118	1.2k	73% 
suzukicycles.com	129	1.4k	70% 
casaraomotos.com.br	92	2.4k	70% 

Organic Search: Competitive Position Map

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Organic Branded Search

BR | suzukimotos.com.br

33.6K 0% TRAFFIC

Keywords

64

Branded vs Non-Branded

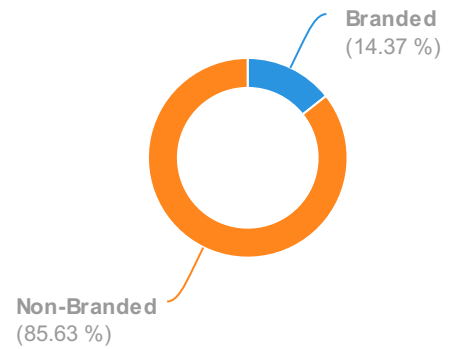
BR | suzukimotos.com.br

14.37%

Branded Traffic

85.63%

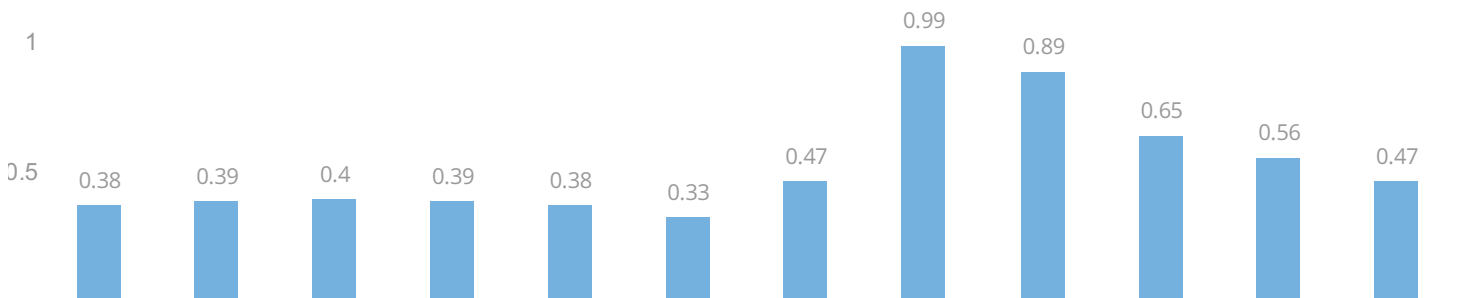
Non-Branded Traffic



Organic Search: Branded Traffic Trend

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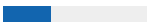
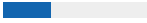
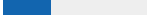
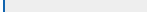
1.5



Paid search traffic

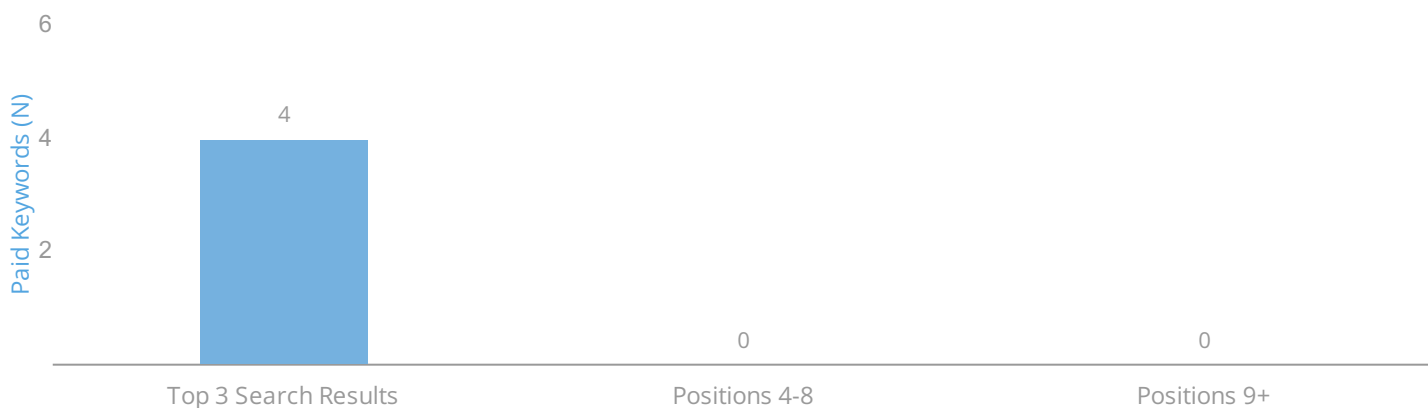
Paid Search: Top Keywords (4)

BR | suzukimotos.com.br

Keyword	Pos	Volume	CPC	Traffic
yamha mt	2 (2)	90	0.31	33.33% 
yamha mt 125	2 (2)	90	0.00	33.33% 
xt 660 recife	1 (1)	90	0.01	33.33% 
yamaha motos cuiaba	2 (2)	30	0.00	0.00% 


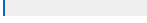
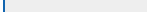
Paid Search: Ad Copy Position Distribution

BR | suzukimotos.com.br



Paid Search: Top Competitors (3)

BR | suzukimotos.com.br

Competitor	Com. Keywords	Ads Keywords	Com. Level
yamaha-motor.com.br	5	2.8k	5% 
icarros.com.br	1	11.8k	0% 
yamaha-motor.com.br	1	2.8k	0% 

Paid Search: Competitive Positioning Map

BR | suzukimotos.com.br



Sample Ads (4)

BR | suzukimotos.com.br

Yamaha MT09? Pesquise Mais - Conheça a GSX S1000 ABS

Ad www.suzukimotos.com.br/

Com Controle de Tração em 3 Níveis, 145 HP E Design Agressivo Por 43.868 À Vista

XT660 Tenere? Pesquise Mais - Conheça a V-Strom 650XT ABS

Ad www.suzukimotos.com.br/

Mais Versátil E Com 69 HP Por apenas 33.801 À Vista

Yamaha MT09? Pesquise Mais - Conheça a GSX S1000 ABS

Ad www.suzukimotos.com.br/

Com Controle de Tração em 3 Níveis, 145 HP E Design Agressivo Por 43.868 À Vista

Yamaha MT09? Pesquise Mais - Conheça a GSX S1000 ABS

Ad www.suzukimotos.com.br/

Com Controle de Tração em 3 Níveis, 145 HP E Design Agressivo Por 43.868 À Vista

Backlinks

Top backlinks

Root Domain: suzukimotos.com.br

Referring page Title / Referring page URL	Anchor text / Link URL	Type
LB Moto Mix http://www.lbmotos.com.br/	http://www.suzukimotos.com.br/HOME/	IMAGE
Casarão Motos - Concessionária Autorizada http://www.casaraomotos.com.br/	DÚVIDAS E ORIENTAÇÕES http://suzukimotos.com.br/web_suzuki/consorcio/DUVIDASORIENTA...	-
Casarão Motos - Concessionária Autorizada http://www.casaraomotos.com.br/	PREÇOS LINHA 125 http://suzukimotos.com.br/planos_linha_125.aspx	-
Casarão Motos - Concessionária Autorizada http://www.casaraomotos.com.br/	PREÇOS LINHA BIG BIKES http://suzukimotos.com.br/plano_linha_big.aspx	-
Casarão Motos - Concessionária Autorizada http://www.casaraomotos.com.br/	VANTAGENS http://suzukimotos.com.br/Pop_cns_vantagens.aspx	-

Backlinks: Top Anchors

Root Domain: suzukimotos.com.br

Anchors	Percentage	Domains	Backlinks
bmw r1200gs semi nova	16%	6	710
www.suzukimotos.com.br	16%	67	676
Empty anchor	11%	37	484
motos	10%	11	447
http://www.suzukimotos.com.br	6%	14	274

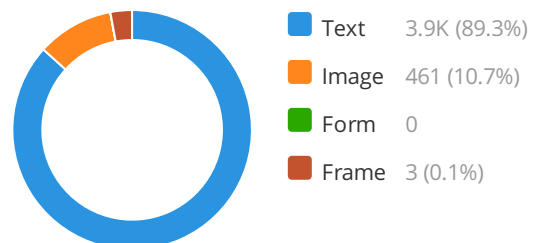
Backlinks: Follow vs Nofollow

Root Domain: suzukimotos.com.br








Backlinks: Types

Root Domain: suzukimotos.com.br



Backlinks: Referring Domains

Root Domain: suzukimotos.com.br

Root Domain	Backlinks	IP / Country
gomichiganrealestate.com	705	 96.45.112.175
boulevardonline.net	685	 177.185.192.124
canaldapeca.com.br	433	 52.22.164.102
luzoculta.com.br	301	 69.27.32.23
tiendeo.com.br	299	 46.255.106.92

Backlinks: Indexed Pages

Root Domain: suzukimotos.com.br

Title and URL	Domains	Backlinks
SUZUKI MOTOS DO BRASIL Estilo de Vida Motocicleta e Moto zero km http://suzukimotos.com.br/	170	705
Motocicleta é na Suzuki Compre Moto 0km da Suzuki Motos do Brasil https://suzukimotos.com.br/	18	470
SUZUKI MOTOS DO BRASIL Moto zero 0km, motocicletas de alta cilindrada e motos novas com o melhor preço no motociclismo brasileiro. A fábrica de motos está no polo de duas rodas na zona franca de manaus. http://www.suzukimotos.com.br/HOME/	20	369
Página não encontrada - Motos - Suzuki Super Valorização de sua Moto Usada na troca ao Comprar Motocicleta Zero 0km Suzuki Ofertas sem Juros e Taxa Zero http://www.suzukimotos.com.br/extranet/cat/catalogo_de_pecas/CPS/CUSTOM.html	2	54
SUZUKI MOTOS DO BRASIL V-Strom 1000 http://www.suzukimotos.com.br/MOTOCICLETAS/V-Strom1000.aspx	2	22

Display advertising

Display Advertising: Recent Sites (1,069)

suzukimotos.com.br

Publishers	Ads	Text / Media	
serebiiforums.com	3	0%	100%
thebaseballcube.com	7	0%	100%
motos-usadas.vivalocal.com	7	29%	71%
unscramble.net	3	0%	100%
classificados.com	3	67%	33%

Display Advertising: Landing Pages (73)

suzukimotos.com.br

Landing	Times seen
http://suzukimotos.com.br/promocao/default.aspx	577
http://suzukimotos.com.br/promocao/default.aspx	10
http://suzukimotos.com.br/promocao/default.aspx	2

Display Advertising: Sample Text Ads (3)

suzukimotos.com.br

Linha Suzuki Big Bike

Ad suzukimotos.com.br/TaxaZero

Com Taxa Zero, A melhor oferta Entrada de 50% + 24x sem juros

Linha Suzuki Big Bike »

Ad suzukimotos.com.br/TaxaZero

Com Taxa Zero, A melhor oferta Entrada de 50% + 24x sem juros

Taxa Zero Suzuki Motos

Ad

Linha Alta Cilindrada Em Até 48x. Só Este Mês Desconto De Até R\$4.885

Display Advertising: Sample Media Ads (70)

suzukimotos.com.br



SV650

R\$32.473
À VISTA

ENTR. R\$ 20% **6.495**

+48X DE R\$713

TAXA 1,05% PPS: 29.990

SUBSÍDIO DE FÁBRICA

 **SUZUKI**

SAIBA MAIS 



SV650

SAIBA MAIS 

R\$32.473
À VISTA

ENTR. R\$ 20% **6.495**

+48X DE R\$713

TAXA 1,05% PPS: 29.990

SUBSÍDIO DE FÁBRICA

 **SUZUKI**



SV650

SAIBA MAIS 

R\$32.473
À VISTA

ENTR. R\$ 20% **6.495**

+48X DE R\$713

TAXA 1,05% PPS: 29.990

SUBSÍDIO DE FÁBRICA

 **SUZUKI**



SV650

R\$32.473
À VISTA

ENTR. R\$ 20% **6.495**

+48X DE R\$713

TAXA 1,05% PPS: 29.990

SUBSÍDIO DE FÁBRICA

 **SUZUKI**

SAIBA MAIS 