Your reporting guide

DataForSEO · Built with Datapipe

See where your keywords rank each month, how that changed and which ones moved.

Explore the report

01 Overview
Average position, top 10 and top 3 keywords by month.

02 Keywords
Every tracked keyword with today’s position and change.

03 Movers
The keywords that gained or lost the most places since last month.

04 Keyword history
Each keyword’s position in every month.

Use your own data

1 Add DataForSEO as a data source in Datapipe.

Enter your DataForSEO API login and password.

2 Create this dashboard.

Enter your domain, up to 50 keywords and your market.

3 Open your private Data Studio copy.

Datapipe refreshes the same workbook weekly.

Read the numbers correctly

Average position counts ranked keywords only; lower is better.

Past months use DataForSEO’s monthly Google snapshot. This month uses today’s check of the top 100 desktop results.

Change compares this month’s position with last month’s. Search volume, difficulty and CPC are DataForSEO estimates.

Sample data · December 2025–November 2026.

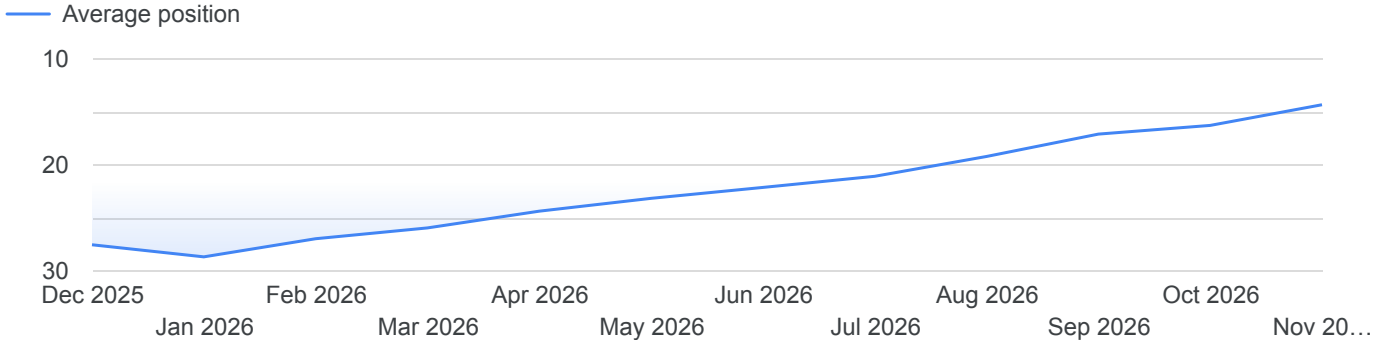
Rankings overview

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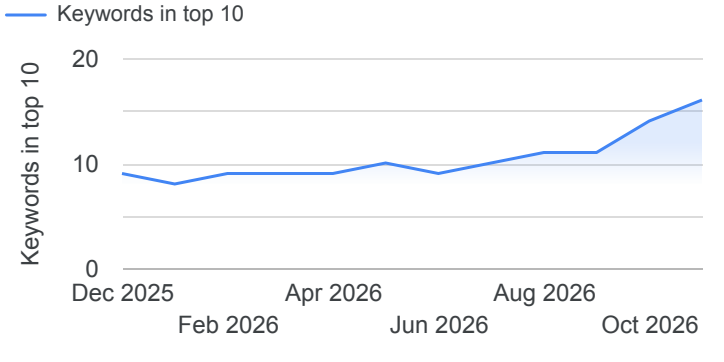
Dec 1, 2025 - Nov 7, 2026

Average position now	Keywords in top 10 now	Keywords in top 3 now	Keywords in top 100 now
14.41	16	4	39

Average position by month



Keywords in top 10 by month



Rankings by month

	Month	Average position	Top 10	Top 3	Keywords ranked	Keywords tracked
1.	Nov 2026	14.41	16	4	39	40
2.	Oct 2026	16.36	14	3	39	40
3.	Sep 2026	17.18	11	1	38	40
4.	Aug 2026	19.29	11	0	38	40
5.	Jul 2026	21.16	10	0	38	40
6.	Jun 2026	22.21	9	0	38	40
7.	May 2026	23.24	10	0	38	40
8.	Apr 2026	24.45	9	0	38	40
9.	Mar 2026	26.03	9	1	38	40
10.	Feb 2026	27.05	9	2	38	40

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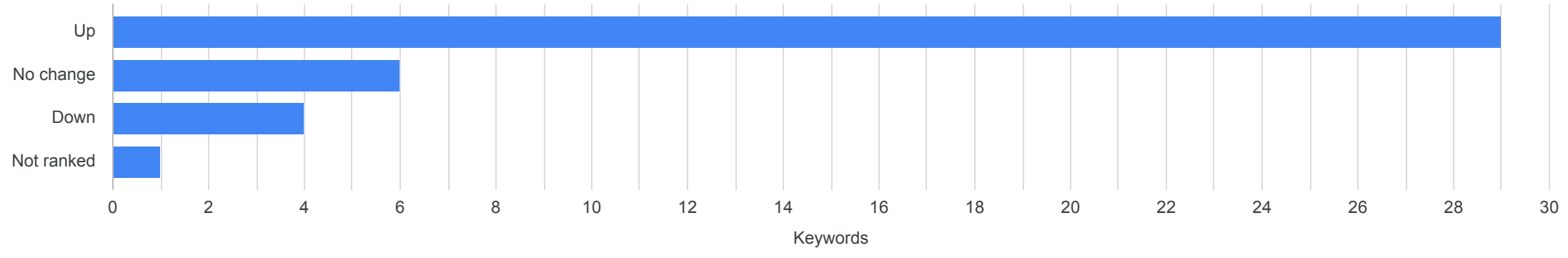
Google positions from DataForSEO by month: past months use its monthly snapshot, this month uses today’s check of the top 100 desktop results. Average position counts ranked keywords only; lower is better. Scorecards show today’s check.

Keywords

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Keywords tracked	Average position	Keywords ranked	Monthly searches tracked
40	14.41	39	401,500

Keywords by movement since last month



Keywords by position

Keyword	Ranking URL	Position	Last month	Change	Best in 12 months	Monthly searches
mulch calculator	https://www.example.com/guides/mulch-calculator	1	2	1	1	2,900
garden kneeler	https://www.example.com/tools/kneeler	2	2	0	2	2,400
seed starting tray	https://www.example.com/seeds/starting-tray	3	4	1	3	4,400
self watering planter	https://www.example.com/planters/self-watering	3	3	0	3	9,900
potting bench	https://www.example.com/furniture/potting-bench	4	5	1	4	5,400
raised garden bed kit	https://www.example.com/garden-beds/raised-kit	4	5	1	4	14,800
tumbling composter	https://www.example.com/compost/tumbler	5	6	1	5	5,400
tomato cage	https://www.example.com/supports/tomato-cage	5	7	2	5	9,900
how to build a raised garden bed	https://www.example.com/guides/build-raised-bed	6	6	0	6	18,100

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Today’s position of each tracked keyword, with last month’s position and your best position in the last 12 months. Change is last month minus today, so a positive number means the keyword moved up. A dash means not in the top 100.

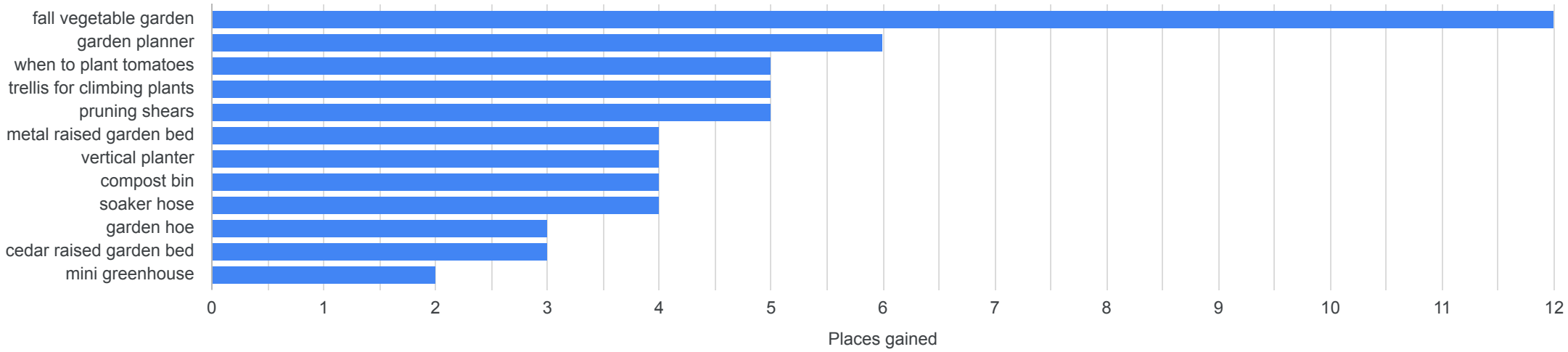
Movers

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Net places gained
76

Biggest gain
12

Places gained since last month



Biggest drops since last month

Keyword	Position	Last month	Change
garden netting	25	23	-2
row cover fabric	6	5	-1
garden storage bench	14	13	-1
window box planter	21	20	-1

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Movement since last month’s DataForSEO snapshot. Change is last month minus today’s position, so positive means it moved up. Net places gained adds up every keyword’s change.

Keyword history

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										Month / Position
Keyword	Nov 2026	Oct 2026	Sep 2026	Aug 2026	Jul 2026	Jun 2026	May 2026	Apr 2026	Mar 2026	Feb 2026
potting bench	4	5	4	4	4	5	7	6	6	5
mulch calcul…	1	2	3	4	5	5	7	6	7	8
self watering …	3	3	5	6	4	5	7	6	5	7
garden stora…	14	13	10	9	8	7	5	5	3	1
seed starting…	3	4	4	7	6	8	6	9	11	8
row cover fa…	6	5	7	8	7	5	6	7	10	10
garden kneeler	2	2	4	6	8	6	7	9	10	11
tumbling co…	5	6	6	7	9	7	8	8	9	10
cold frame	7	8	9	9	8	10	12	12	10	10
rain barrel	8	8	9	10	8	11	9	12	14	13
garden netting	25	23	20	16	14	12	9	7	5	3
raised garde…	4	5	7	10	11	13	13	13	15	16
herb planter i…	10	12	11	12	15	12	16	17	14	15
how to build …	6	6	11	12	15	15	15	17	18	18
heat mat for …	9	11	11	12	13	13	16	15	18	16
window box …	21	20	18	19	17	16	14	13	11	11
tomato cage	5	7	11	13	15	17	20	18	19	24
garden cart	12	13	14	16	16	16	18	19	21	19
cedar raised …	7	10	12	14	17	20	19	21	23	26
worm compo…	9	10	13	17	18	20	20	22	24	24
companion p…	11	13	15	18	18	23	23	22	26	26
drip irrigation…	13	15	17	20	22	23	23	25	27	30
metal raised …	11	15	16	20	23	27	27	31	35	34
mini greenho…	12	14	20	21	26	29	31	31	35	37
garden hoe	17	20	22	25	25	27	30	30	31	33
landscape fa…	20	20	22	29	29	28	29	29	31	34
trellis for clim…	16	21	20	21	25	28	31	31	35	35
garden edging	-	-	35	33	30	31	28	30	26	28
square foot g…	14	15	22	26	29	30	31	35	35	37
vertical planter	15	19	22	24	29	29	33	33	37	38

Each keyword’s Google position by month, newest first. Past months use DataForSEO’s monthly snapshot; this month uses today’s check. A dash means not in the top 100. Scroll the table for more keywords and earlier months.