Your reporting guide

Rank tracking · Built with Datapipe

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

Explore the report

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

02 Keywords
Every tracked keyword with its position and change.

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

Use your own data

1 Add your data source in Datapipe.
Choose the project and your rank tracker.

2 Create this dashboard.
Authorize Google Sheets when prompted.

3 Open your private Data Studio copy.
Datapipe refreshes the same workbook.

Read the numbers correctly

Average position counts ranked keywords only; lower is better.

Change compares each keyword's latest check with its previous check.

Search volume and visibility keep your rank tracker's own estimates.

Sample data · Add your rank tracker in Datapipe to see your own keywords.

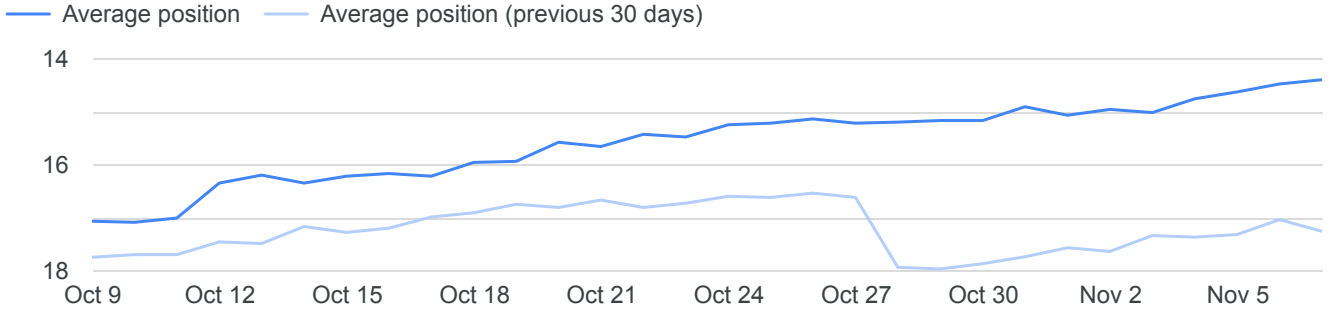
Rankings overview

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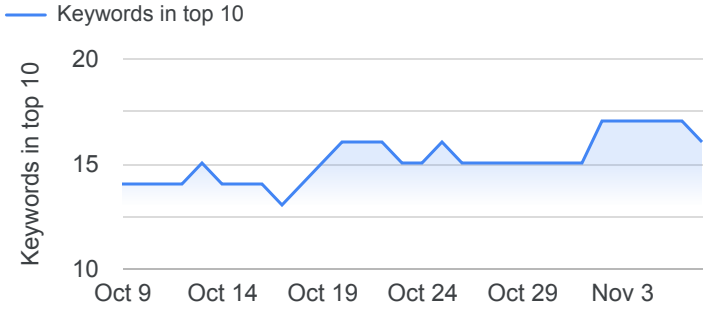
Oct 9, 2026 - Nov 7, 2026

Average position	Keywords in top 10	Keywords in top 3	Visibility
15.59	15.17	3.3	28.1
-9.6% from previous 30 days	19.4% from previous 30 days	73.7% from previous 30 days	34.2% from previous 30 days

Average position by day



Keywords in top 10 by day



Rankings by day

	Date	Average position	Top 10	Top 3	Keywords ranked	Visibility
1.	Nov 7, 2026	14.41	16	4	39	31.2
2.	Nov 6, 2026	14.49	17	4	39	32.4
3.	Nov 5, 2026	14.64	17	4	39	32.4
4.	Nov 4, 2026	14.77	17	3	39	29.4
5.	Nov 3, 2026	15.03	17	3	39	29.4
6.	Nov 2, 2026	14.97	17	4	39	32.4
7.	Nov 1, 2026	15.08	15	4	39	30.0
8.	Oct 31, 2026	14.92	15	4	39	30.0
9.	Oct 30, 2026	15.18	15	4	39	30.0
10.	Oct 29, 2026	15.18	15	3	39	27.0

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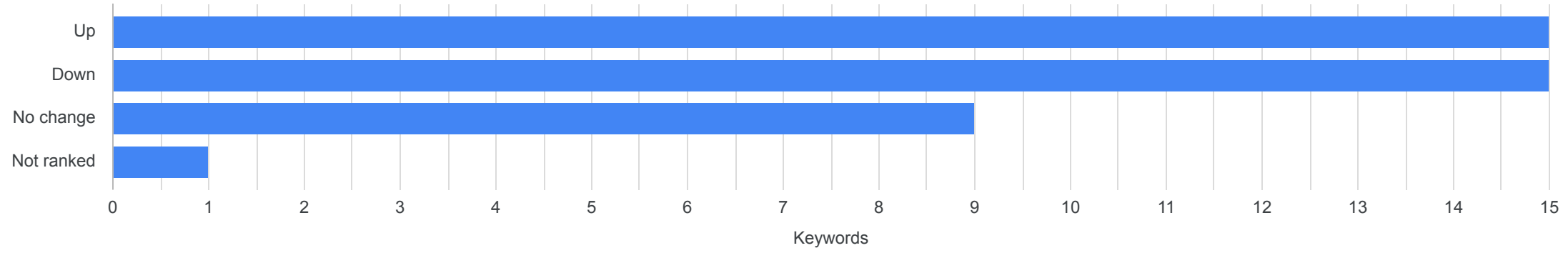
Daily trend from your rank tracker. Average position counts ranked keywords only; lower is better. Top 10 and top 3 count keywords at those positions each day. Visibility uses your rank tracker's own index.

Keywords

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

Keywords by movement since the previous check



Keywords by position

Keyword	Ranking URL	Position	Previous	Change	Best	Monthly searches
garden edging	https://www.example.com/landscape/edging	-	-	-	32	8,100
mulch calculator	https://www.example.com/guides/mulch-calculator	1	2	1	1	2,900
garden kneeler	https://www.example.com/tools/kneeler	2	3	1	1	2,400
seed starting tray	https://www.example.com/seeds/starting-tray	3	2	-1	2	4,400
self watering planter	https://www.example.com/planters/self-watering	3	4	1	3	9,900
raised garden bed kit	https://www.example.com/garden-beds/raised-kit	4	5	1	4	14,800
potting bench	https://www.example.com/furniture/potting-bench	4	3	-1	3	5,400
tumbling composter	https://www.example.com/compost/tumbler	5	4	-1	4	5,400
tomato cage	https://www.example.com/supports/tomato-cage	5	6	1	5	9,900

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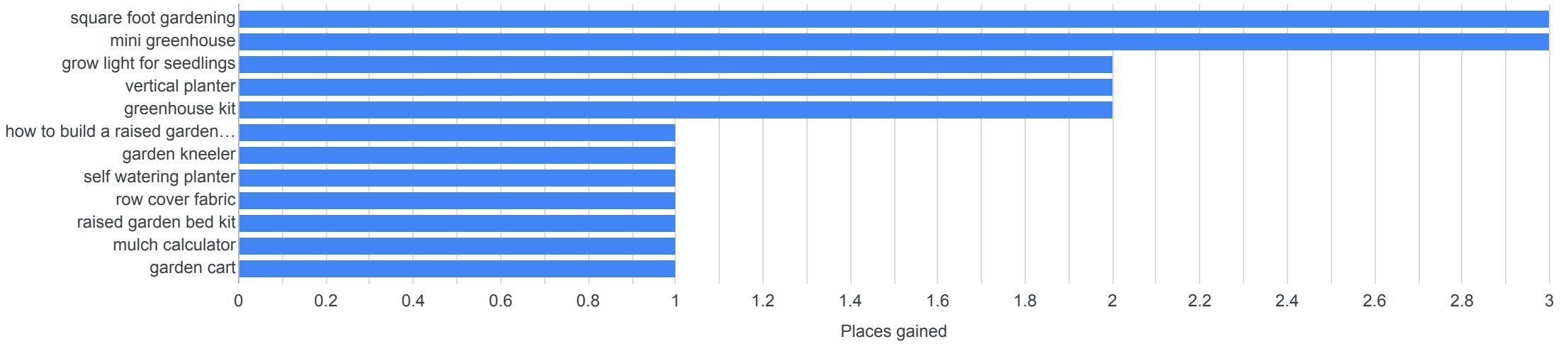
Latest position of each tracked keyword, with the previous check and your best position in the period read. Change is previous minus latest, so a positive number means the keyword moved up. A dash means not ranked within the tracked depth.

Movers

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Net places gained	Biggest gain
3	3

Places gained since the previous check



Biggest drops since the previous check

Keyword	Position	Previous	Change ▲
fall vegetable garden	19	16	-3
metal raised garden bed	11	8	-3
garden hoe	17	16	-1
heat mat for seeds	9	8	-1
herb planter indoor	10	9	-1
garden storage bench	14	13	-1
seed starting tray	3	2	-1
soaker hose	24	23	-1
trellis for climbing plants	16	15	-1
tumbling composter	5	4	-1
when to plant tomatoes	31	30	-1
window box planter	21	20	-1

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Movement since each keyword's previous check. Change is previous minus latest position, so positive means it moved up. Net places gained adds up every keyword's change.