



# Organic Research: Overview (Desktop)

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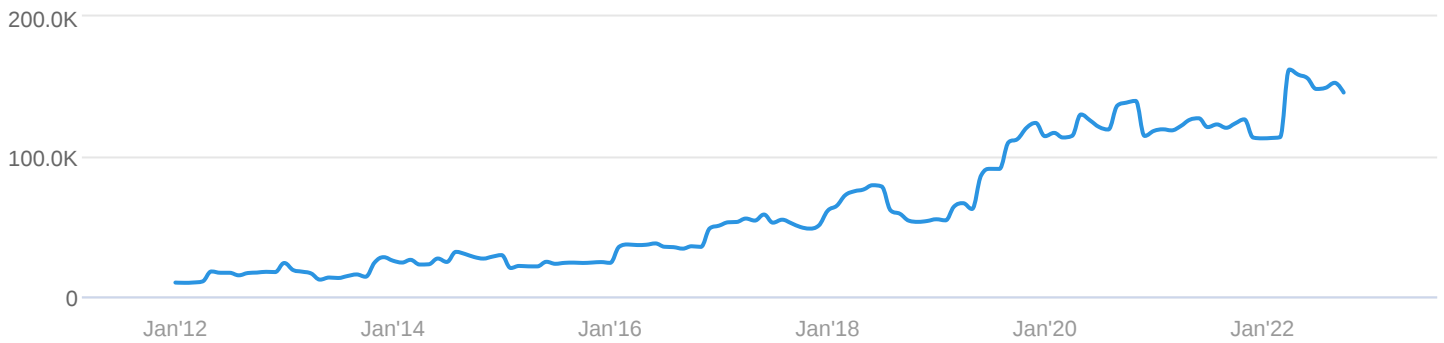
## Organic Search: Summary

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Traffic	145.7K	-5%
Keywords	22.2K	9%
Traffic Cost	£74.1K	-14%
Branded Traffic	91.1K	-8%
Non-Branded Traffic	54.6K	2%

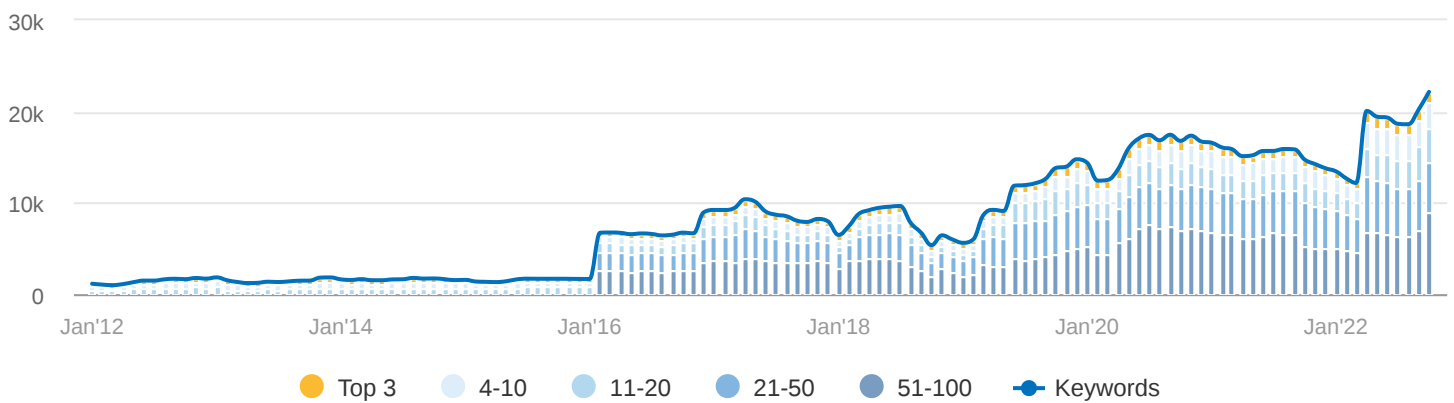
## Organic Search: Traffic chart

f1autocentres.co.uk | UK | All time



## Organic Search: Keywords chart

f1autocentres.co.uk | UK | All time



## Organic Search: Top Keywords (22,164)

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Keyword	Pos	Volume	CPC (GBP)	Traffic
formula one autocentres	1 (1)	14,800	0.27	8.12%
f1 autocentre	1 (1)	9,900	0.16	5.43%
formula 1 autocentre	1 (1)	6,600	0.26	3.62%
formula one autocentre	1 (1)	5,400	0.27	2.96%
f1 autocentres	1 (1)	2,900	0.19	1.59%

## Organic Search: Top Position Changes

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New Keywords	Pos	Volume	Traffic %
formula 1 mot	5	880	0.02
mot service near me	12	2,400	0.02
formula 1 mot	8	880	0.01
formula 1 mot	10	880	0.01
tyre garages near me	19	5,400	0.01

## Keywords by Intent

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Intent	Keywords	Traffic
Informational	10.0K	35.8K
Navigational	2.3K	67.2K
Commercial	7.8K	29.1K
Transactional	5.6K	47.9K

## Organic Search: Top Pages

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URL	Traffic %	Keywords
<a href="https://www.f1autocentres.co.uk/">https://www.f1autocentres.co.uk/</a>	34.48	2,638
<a href="https://www.f1autocentres.co.uk/tyres">https://www.f1autocentres.co.uk/tyres</a>	6.87	1,183

URL	Traffic %	Keywords
<a href="https://www.f1autocentres.co.uk/mot/book-mot">https://www.f1autocentres.co.uk/mot/book-mot</a>	3.33	646
<a href="https://www.f1autocentres.co.uk/car-servicing/book-service">https://www.f1autocentres.co.uk/car-servicing/book-service</a>	1.73	629
<a href="https://www.f1autocentres.co.uk/car-exhausts">https://www.f1autocentres.co.uk/car-exhausts</a>	1.39	167

### Organic Search: Top Subdomains

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Subdomain	Traffic %	Keywords
<a href="http://www.f1autocentres.co.uk">www.f1autocentres.co.uk</a>	99.96	22,115
<a href="http://careers.f1autocentres.co.uk">careers.f1autocentres.co.uk</a>	0.04	49

### Organic Search: Top Competitors (7,922)

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Competitor	Com. Keywords	SE Keywords	Com. Level
<a href="http://atseuromaster.co.uk">atseuromaster.co.uk</a>	3.7k	34.5k	34%
<a href="http://national.co.uk">national.co.uk</a>	3.9k	44.5k	33%
<a href="http://protyre.co.uk">protyre.co.uk</a>	3.0k	27.4k	31%
<a href="http://asdatyres.co.uk">asdatyres.co.uk</a>	2.6k	23.1k	30%
<a href="http://blackcircles.com">blackcircles.com</a>	3.2k	35.6k	27%

### Organic Search: Competitive Position Map

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