

# Website Analytics

January 2018

## Keyword Rankings

Nov 2017 - Jan 2018

Google | Bing

### 89 KEYWORDS

21% ↑ first page rankings  
39% ↑ second page rankings  
25% ↑ third page rankings

### Top 5 Rankings

Keyword	Search Engine	Ranking
loan disability insurance	Google.ca	2 ↑ 13
what is credit protection insurance	Bing.ca	2 ↑ 14
what is credit protection insurance	Google.ca	3 ↑ 3
what is mortgage life insurance	Bing.ca	3 ↑ +
mortgage loan life insurance	Google.ca	5 ↑ 36

### Top 3 Improved Rankings

Keyword	Search Engine	Ranking
disability mortgage insurance	Google.ca	34 ↑ 54
where do i get mortgage life insurance	Google.ca	43 ↑ 22
what is credit insurance premium	Google.ca	12 ↑ 16

