

UPSES COMBINED REPORT 2020 - 2023



ALGOWITHYOU
A DIGITAL MARKETING AGENCY

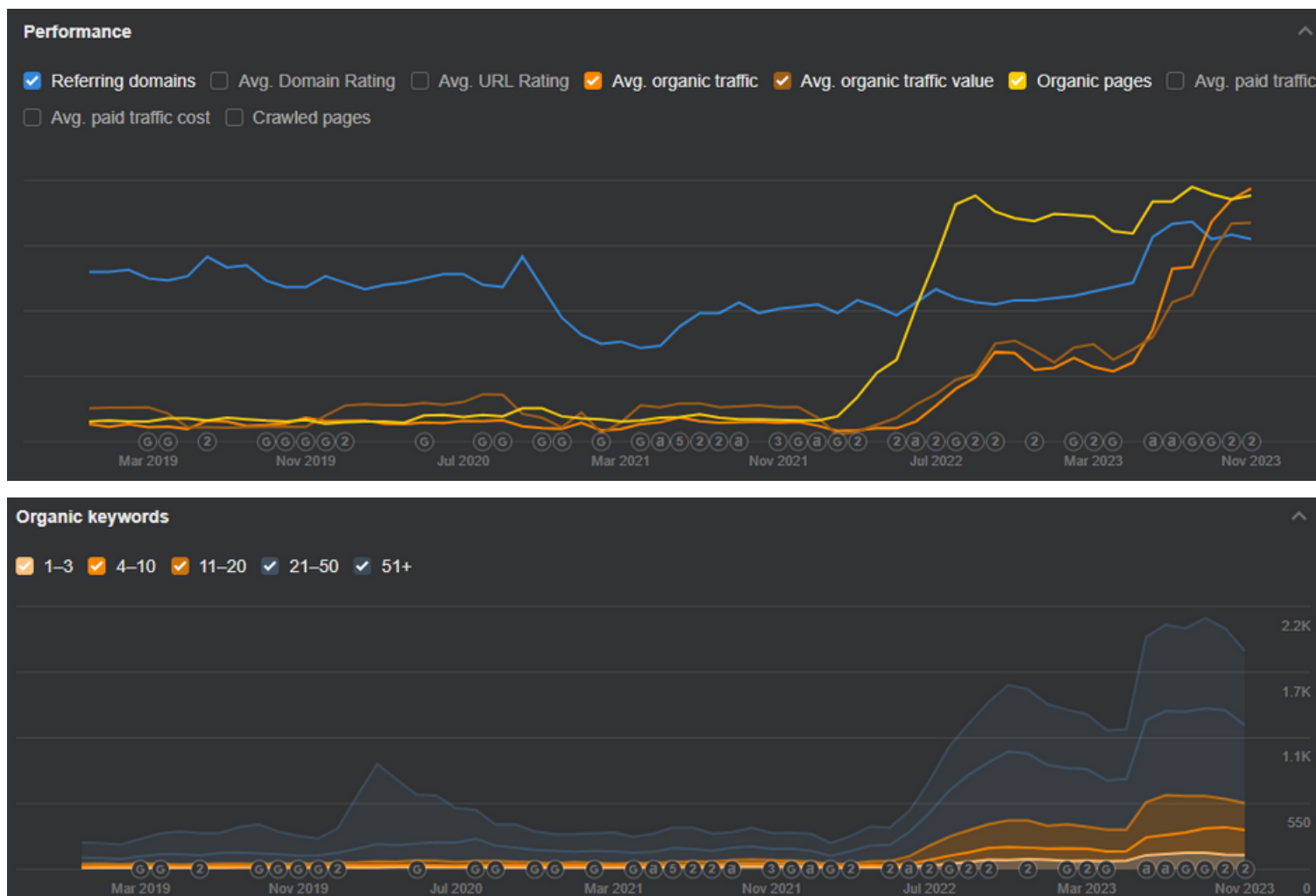
Alana Redmond
Samantha Larson

TOP RANKING KEYWORDS

Keyword	Estimated Search Volume per Month	Previous Position in November 2021	Current Position in November 2023
licor de aniz	500	x	1
portuguese shop	250	57	5
portuguese hall	700	5	3
portuguese butter	40	x	1
portuguese supermarket near me	150	x	5
bingo san diego	200	15	7
portuguese grocery store	150	55	7
licor de maracuja	20	x	1

UPSES & THE PORTUGUESE MARKET

ORGANIC TRAFFIC GROWTH



When looking at the organic traffic growth for the website (including the subdomain of The Portuguese Market), there has been a clear improvement since hiring AlgoWithYou for SEO services in October of 2022. Organic pages (351), referring domains (102), organic traffic (1946) and organic traffic value (\$500+) have reached all-time highs for the website when examining available data from the past five years.

- **Organic pages:** The total number of pages from a target ranking in the top 100 organic search results.
- **Avg. organic traffic:** The estimated value of the monthly organic search traffic.
- **Avg. organic traffic value:** The estimated value of the monthly organic search traffic.

UPSES & THE PORTUGUESE MARKET CONSTANT CONTACT OVERVIEW (2020-2023)

Custom Dates Jun 1, 2020 Nov 1, 2023 Click rate ⓘ

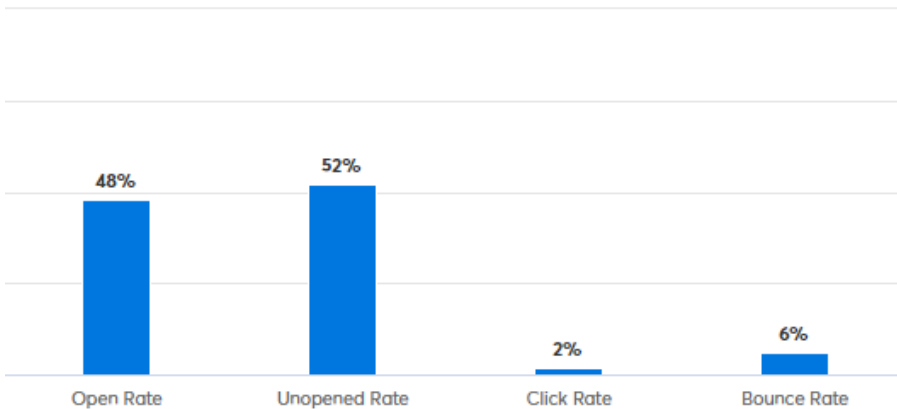


Trends

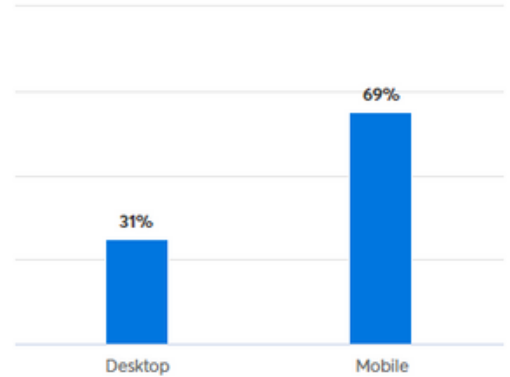
Compare your stats over time and across your industry during the selected time range.

Your open rate:	48%	Your click rate:	2%
vs. previous 1,248 days	No data in the prior period.	vs. previous 1,248 days	No data in the prior period.
vs. industry average	+7% ↗	vs. industry average	+0% —

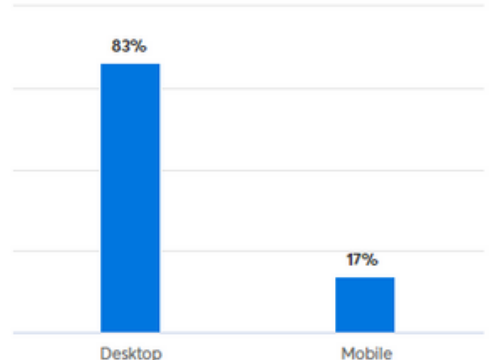
311,177 Sends



6,521 Clicks

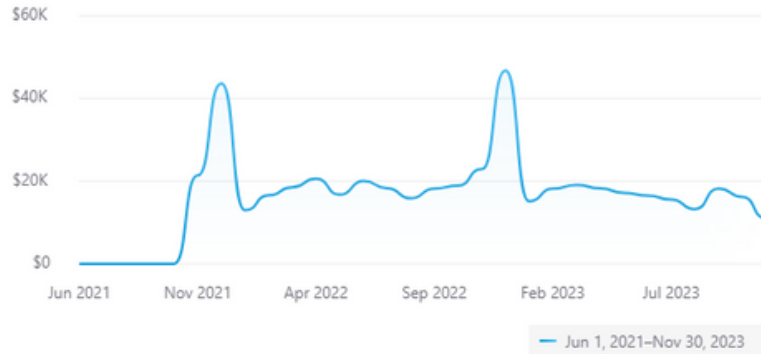


140,822 Opens



THE PORTUGUESE MARKET SHOPIFY OVERVIEW (2020-2023)

Total sales
\$490,192.94



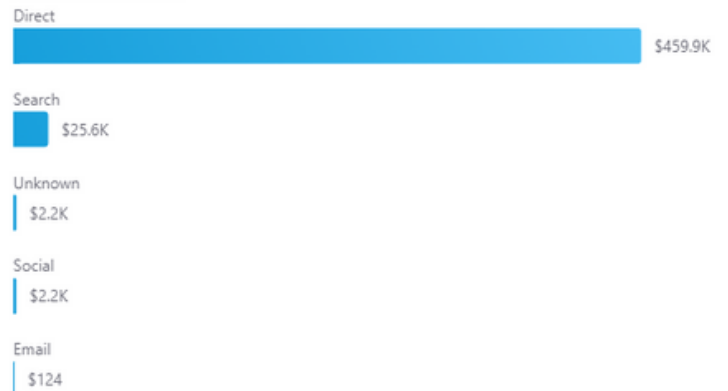
Total orders
10,335



Online store sessions
51,133



Sales by traffic source



Selected Highlights from The Portuguese Market Shopify Data

- All time peak online store sessions in October of 2023 (3,588)
- All time highest sales month was December 2022 (\$46,749.58)
- All time highest order month was December 2022 (819 orders)
- Top selling products from the past two and a half years include Sumol - Passionfruit 6 pack, Santola Vinho Verde and Topo Island Cheese (1 lbs)