#### **Website Status**

| Overview: aaxel.ca/ Aaxel Insurance - Sav | e up to 30% off on your Insurance | Premium                   |                       |                      |
|---|-----------------------------------|---------------------------|-----------------------|----------------------|
| Monthly volume 👻 🌐 All locations 👻 🔗 E    | 8est links: Only ▼ 🛛 🛗 Chang      | es: Last year 🔻           |                       |                      |
| Backlink profile                          |                                   |                           | Organic search        |                      |
|   | Backlinks <sup>1</sup>            | Ref. domains <sup>i</sup> | Keywords <sup>i</sup> | Traffic <sup>1</sup> |
| U 19 +12 U 13 +1                          | 50 +50                            | 7 +7                      | 6.4K +4.2K            | 2K +1.5K             |
| AR 11,416,465 	17,685,428                 | All time 57                       | All time 9                | Top 3 40 +35          | Value \$569 +297     |

## **Organic Traffic**

Organic traffic is increasing day by day.

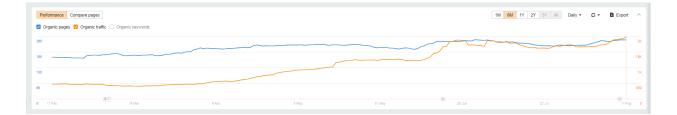
| Metrics Competitors | ▼ Locations ▼ Years          |                              | 1M                          | 6M 1Y 2Y 5Y All             | Monthly -    | ŧ               |
|---------------------|------------------------------|------------------------------|-----------------------------|-----------------------------|--------------|-----------------|
| rformance           |                              |                              |                             |                             |              | /               |
| Referring domains   | ) Avg. Domain Rating 🗌 Av    | /g. URL Rating 🔽 Avg. orga   | anic traffic 🗌 Avg. organic | traffic value 🗌 Organic pag | jes          |                 |
| Avg. Impressions    | Avg. paid traffic 🗌 Avg. pai | id traffic cost 🗌 Crawled pa | iges                        |                             |              |                 |
|                     |                              |                              |                             |                             | Avg. organic | c traf          |
|                     |                              |                              |                             |                             |              |                 |
|                     |                              |                              |                             |                             |              | 1.3             |
|                     |                              |                              |                             |                             |              |                 |
|                     |                              |                              |                             |                             |              |                 |
|                     |                              |                              |                             |                             |              | 1.              |
| _                   |                              |                              |                             |                             |              | 1.4<br>1.4<br>9 |

#### **Backlinks Overview**

| ojects > Domain Overview     | > Backlink Analytics                   |                               |                 |           |                 | 📢 Link building ideas | 💶 User manual   | 📮 Send f | eedba |
|------------------------------|--|-------------------------------|-----------------|-----------|-----------------|-----------------------|-----------------|----------|-------|
| Backlinks: aaxel.ca ⊵*       |  |                               |                 |           |                 |                       | 1 Export to PDF |          |       |
| ve Update: 4 backlinks found | I today i                              |                               |                 |           |                 |                       |                 |          |       |
| · · ·                        | Backlinks Anchors Re<br>Backlink Types | eferring Domains Indexed Page | es Outbound Doi | mains     | Link Attributes |                       |                 |          |       |
| Backlinks i                  |  |                               |                 |           |                 |                       |                 |          |       |
| Backlinks i<br>1.9K -4%      | Text                                   |                               | 95% 1.          | .7K       | Follow          | -                     |                 | 46%      | 890   |
|                              |  |                               |                 | .7К<br>83 |                 |                       |                 | 46%      |       |
| 1.9K -4%                     | Text                                   |                               |                 |           | Follow          |                       | -               |          |       |

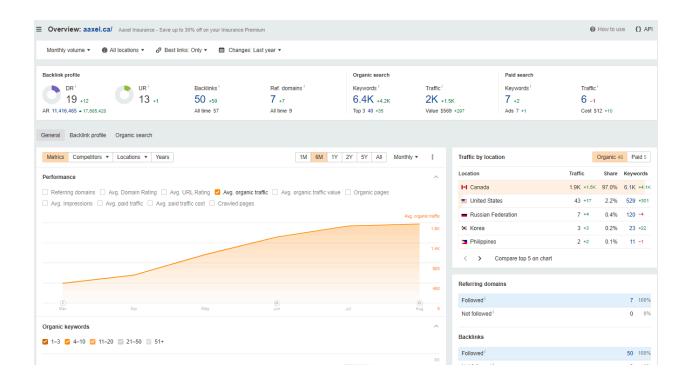
## **Organic Keywords Positions:**

More than 50 pages are on the first page.



| RL .   | Traffic   | Value  | Konworde | Top keyword   | Volume | Doni | ition 4 |
|--|-----------|--------|----------|---|--------|------|---------|
|  |           |        |          |   |        | POS  |         |
| ps://www.aaxel.ca/opcf-43-vs-gap-insurance-understanding-the-difference-and-making-an-informed-<br>cision/                             | 20 1.0%   | \$3.0  | 29 🔻     | • opcf 43 vs gap insurance                                  | 20     |      | 1       |
| ps://www.aaxel.ca/faq/how-does-cra-know-if-you-sold-a-house/ 🕶   | 104 5.3%  | \$0    | 5 💌      | He how does cra know if you sold a house                    | 250    | 69   | 1       |
| ps://www.aaxel.ca/contact-us/ 🗸  | 0         | \$0.04 | 2 🕶      | I+I aaxel insurance   | 20     | Ð    | 1       |
| ps://www.aaxel.ca/call-back-request/ -   | 0         | \$0.04 | 2 💌      | eaxel insurance   | 20     | Ð    | 1       |
| ps://www.aaxel.ca/faq/what-are-the-rules-for-license-plates-in-ontario/ -  | 100 5.1%  | \$0.01 | 73 🕶     | HI do you need a front license plate in ontario             | 80     | 69   | 1       |
| ps://www.aaxel.ca/ 🗸   | 11 0.6%   | \$25   | 89 🕶     | eaxel insurance   | 20     |      | 1       |
| ps://www.aaxel.ca/faq/how-far-should-you-park-from-a-fire-hydrant/ 🗸   | 10 0.5%   | \$0    | 96 🔻     | H how far should i park from fire hydrant                   | 20     | 69   | 1       |
| ps://www.aaxel.ca/google-reviews/ •  | 4 0.2%    | \$0    | 1 👻      | • aaxel insurance brokers ltd mississauga reviews           | 10     |      | 1       |
| ps://www.aaxel.ca/about-us-2/ ▼  | 0         | \$0.04 | 1 •      | H aaxel insurance   | 20     | Ð    | 1       |
| ps://www.aaxel.ca/how-long-does-it-take-to-get-car-insurance-exploring-the-process-and-timeframe/                                      | 21 1.1%   | \$66   | 11 💌     | In how long does insurance take to get                      | 20     | 69   | 1       |
| ps://www.aaxel.ca/auto-insurance-4/ -  | 0         | \$0.04 | 3 🕶      | • aaxel insurance   | 20     | Ð    | 1       |
| ps://www.aaxel.ca/emergency-braking-method/ v  | 316 18.0% | \$0    | 26 💌     | HI how effective is pumping as an emergency braking method? | 450    | 69   | 1       |
| ps://www.aaxel.ca/ontarios-graduated-licensing-system-everything-you-need-to-know/ 🗸   | 8 0.4%    | \$1.2  | 27 💌     | + why is graduated licensing important                      | 20     |      | 3       |
| ps://www.aaxel.ca/kuldeep-chahal/ -  | 1 <0.1%   | \$0    | 1 💌      | + kuldeep chahal  | 10     |      | 3       |
| ps://www.aaxel.ca/is-car-insurance-cheaper-in-mississauga-than-brampton-exploring-auto-insuranc<br>rates-in-ontarios-peel-region/      | 2 0.1%    | \$6    | 50 🕶     | car insurance brampton vs mississauga                       | 20     |      | 3       |
| ps://www.aaxel.ca/how-to-join-the-prosecutors-association-of-ontario/ v  | 3 0.2%    | \$0    | 1 🔻      | FI prosecutors association of ontario                       | 30     |      | 3       |
| ps://www.aaxel.ca/ontarios-motorcycle-license-plate-requirements/ v  | 16 0.8%   | \$0.71 | 98 🕶     | • ontario motorcycle license plate                          | 80     |      | 3       |
| ps://www.aaxel.ca/how-to-register-your-motorcycle-in-ontario-a-step-by-step-guide/ v   | 16 0.8%   | \$1.5  | 57 💌     | H motorcycle registration ontario                           | 30     |      | 3       |
| ps://www.aaxel.ca/how-to-request-a-copy-of-your-drivers-license-history-in-ontario/ +  | 177 0.0%  | \$69   | 232 💌    | H driver's license history check                            | 200    |      | 4       |
| ps://www.aaxel.ca/auto-repair-or-cash-settlement/ 🗸  | 42 2.196  | \$65   | 38 🕶     | cash settlement instead of repair                           | 200    |      | 4       |
| ps://www.aaxel.ca/is-it-ever-too-cold-to-wash-your-car/ ▼  | 11 0.8%   | \$0    | 85 💌     | HI when is it too cold to wash your car in canada           | 70     |      | 4       |
| ps://www.aaxel.ca/a-comprehensive-guide-on-condo-insurance-in-ontario-understanding-coverage-<br>scounts-and-broker-recommendations/ + | 2 0.1%    | \$2.6  | 8 🕶      | •I condominium insurance coverage guide                     | 20     |      | 4       |
| ps://www.aaxel.ca/faq/how-effective-is-pumping-as-an-emergency-braking-method/ 🗸   | 75 3.8%   | \$0    | 6 •      | How effective is pumping as an emergency braking method?    | 450    |      | 4       |
| ps://www.aaxel.ca/collision-damage-waiver-cdw-or-loss-damage-waiver-ldw-what-you-need-to-kno   | 6 0.3%    | \$2.2  | 49 🕶     | HI cdw vs Idw   | 20     |      | 4       |
| ps://www.aaxel.ca/locations/mississauga-north-khalsa-drive/ 🗸  | 2 0.1%    | \$0.23 | 3 🕶      | 1332 khalsa drive   | 70     |      | 5       |

# **Ahrefs Report**



### **Action Plan**

- Find out best profitable keywords
- Recheck the competitors
- SEO Audit
- On Page SEO
- Technical SEO
- Page Speed Optimisations
- High Quality Backlinks
- Weekly And Monthly Reports

Project Completed by Md Asifur Rahman SEO Expert at Pexel Perfect