


# Analytics & SEO Report

1 Jun 2025 - 30 Jun 2025

# Types of Traffic

**Organic Search:** Solid growth: +13.3% sessions, +14.8% users, +4.4% engagement rate. Shows improving SEO and visibility in Google. SEO (Organic Search) is healthy — traffic and engagement are up. Keep publishing content, optimizing pages, and improving rankings.

**Direct Traffic:** Strongest growth: +29.9% sessions, +28.9% users, +55.3% engaged sessions. Suggests more people are typing your URL directly or bookmarking it — a sign of brand recognition.

**Referral Traffic**: Significant drop: -31.6% sessions, -36.3% users. However, engagement rate doubled (+97.3%), meaning the fewer users that do come from referrals are more interested. Referral traffic is declining sharply, though those who come are now more engaged. Audit your referral sources — maybe some backlinks have been lost or promotions ended.

**Organic Social:** Drop: -18.7% sessions and users, -14.5% engaged sessions. Despite this, engagement rate remains high at 70.26%, so traffic is still qualified, just less frequent. Social media traffic volume is down, despite high engagement. It might be time to adjust posting frequency, timing, or ad strategy.

**Strategic Recommendations:** Double down on Organic Social — it's bringing high-intent traffic. Consider using UGC, influencer collaborations, or reels to expand. Fix Referral Quality — engage only with websites that provide contextually relevant traffic. Recover Direct Traffic with targeted newsletters, remarketing, or QR campaigns. Refine SEO landing pages to improve conversion of search visitors. Clean up unassigned traffic to better understand true sources and user behavior. Let me know if you'd like this turned into a one-slide summary or integrated into an SEO dashboard.

| Session default channel group | Sessions ▾ | % Δ | Total users | % Δ | Engagement rate | % Δ | Engaged sessions | % Δ |
|---|---|---|---|---|---|---|---|---|
| Organic Search | 1,434 | 13.3% ↑ | 878 | 14.8% ↑ | 68.13% | 4.4% ↑ | 977 | 18.3% ↑ |
| Direct | 865 | 29.9% ↑ | 664 | 28.9% ↑ | 54.57% | 19.5% ↑ | 472 | 55.3% ↑ |
| Organic Social | 343 | -18.7% ↓ | 313 | -18.9% ↓ | 70.26% | 5.1% ↑ | 241 | -14.5% ↓ |
| Referral | 340 | -31.6% ↓ | 296 | -36.3% ↓ | 7.94% | 97.3% ↑ | 27 | 35.0% ↑ |
| Unassigned | 2 | -60.0% ↓ | 2 | -60.0% ↓ | 0% | - | 0 | - |

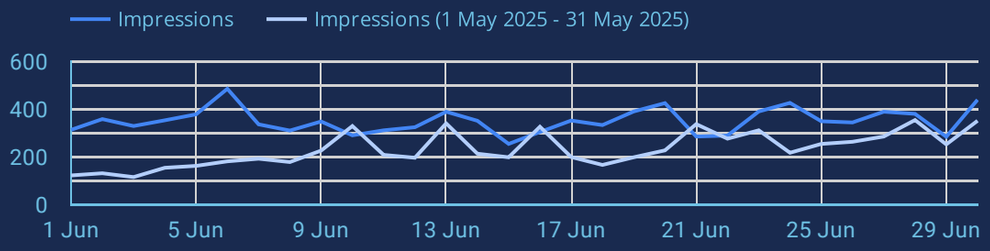
# Google Search Console Bodegas Papiamento

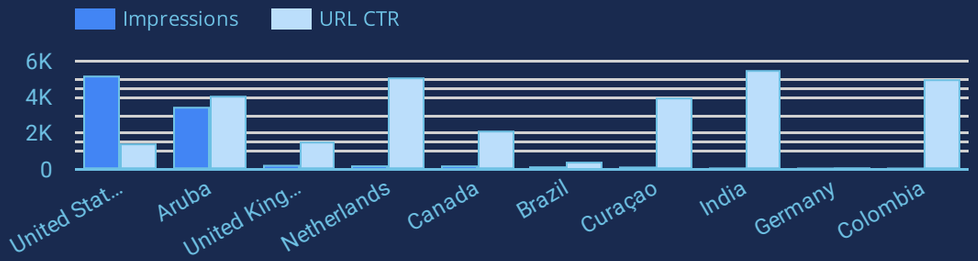
Filters

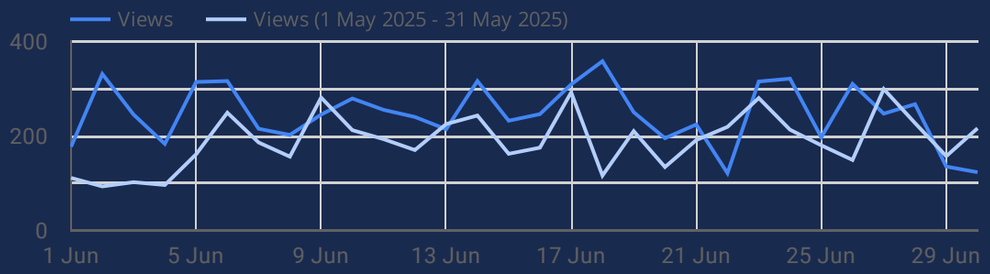
Country

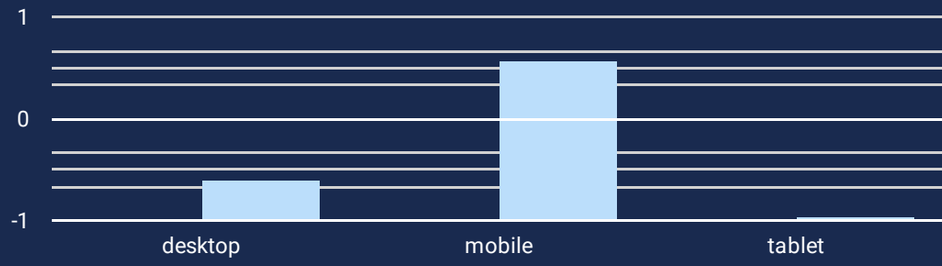
Device Category

| Bounce rate | Views | Sessions | URL CTR |
|---|---|---|---|
| 41.9% | 7.4K ▲ 67.1% | 3.0K ▲ 2.5% | 3.9% |




| Landing page | Views | % Δ | Sessions | % Δ | Active users | % Δ |
|---|---|---|---|---|---|---|
| / | | 27.8% | | 0.1% | 1,481 | -2.1% |
| /distillery | | 19.4% | | 32.9% | 563 | 26.0% |
| /tasting | | 40.0% | | 4.3% | 23 | -4.2% |
| /marco-canteen | | -18.9% | | -22.0% | 27 | -27.0% |
| /tasting/papia... | | 42.9% | | 50.0% | 12 | 20.0% |
| /tasting/disco... | | -44.1% | | 6.5% | 19 | 18.8% |
| /tasting/5-mo... | | 422.2% | | 171.4% | 12 | 140.0%... |
| /tasting/rum-c... | | 46.2% | | -33.3% | 9 | -25.0% |
| /our-spirits | | 45.8% | | 47.4% | 15 | 25.0% |
| **Grand total** | **7,382** | **21.6%** | **2,951** | **2.5%** | **2,096** | **-0.5%** |

| Query | Url Clicks | % Δ | Average Position | % Δ |
|---|---|---|---|---|
| bodegas papiamento | | 48.3% | | 13.2% |
| bodega papiamento | | -22.7% | | -5.8% |
| bodegas papiamen... | | -34.8% | | 36.9% |
| papiamento bodega | | 0.0% | | -25.6% |
| aruba distillery | | 14.3% | | -4.1% |
| papiamento rum di... | | 700.0%... | | -31.3% |
| bodega papiament... | | 16.7% | | 51.8% |
| bodegas papiamen... | | 16.7% | | 33.1% |
| papiamento distillery | | -50.0% | | -15.6% |
| papiamento rum | | -14.3% | | 1.6% |

# Top Pages

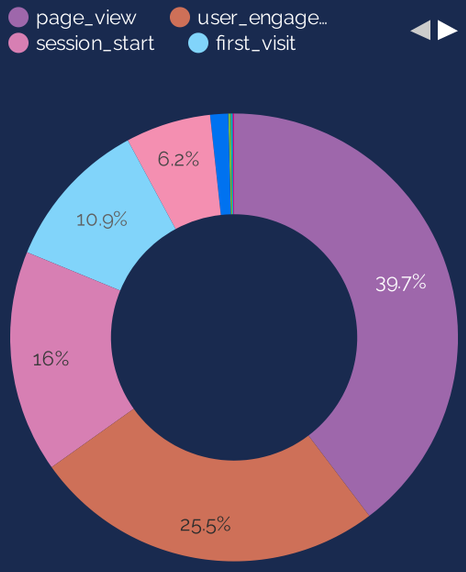
| Page title | Sessions ▾ | % Δ | Total users | % Δ | Engagement rate | % Δ | Event count | % Δ |
|---|---|---|---|---|---|---|---|---|
| Bodegas Papiamento Aruba - Distillery | 1,890 | -0.8% | 1,534 | -1.3% | 65.08% | 20.7% | 7,842 | 6.8% |
| Discover our HISTORIC DISTILLERY - Bodega… | 1,251 | 31.7% | 986 | 27.7% | 76.02% | -1.5% | 4,487 | 30.9% |
| MarCo Canteen - Bodegas Papiamento Aruba | 335 | 11.7% | 282 | 11.9% | 88.96% | 0.7% | 747 | 5.5% |
| Discovery Papiamento Distillery - Bodegas P… | 253 | 64.3% | 200 | 78.6% | 86.96% | -2.3% | 590 | 50.1% |
| Tasting - Bodegas Papiamento Aruba | 246 | 0.4% | 205 | 2.5% | 84.15% | -0.4% | 716 | 12.9% |
| Drinks - Bodegas Papiamento Aruba | 215 | 0.5% | 179 | -4.8% | 89.77% | 1.6% | 601 | 1.9% |
| Lodge - Bodegas Papiamento Aruba | 193 | 22.2% | 167 | 12.8% | 91.19% | -3.9% | 628 | 39.9% |
| Tasting express - Bodegas Papiamento Aruba | 150 | -5.7% | 116 | -11.5% | 85.33% | 69.6% | 333 | -22.9% |
| Premium Spirits – Bodegas Papiamento Ru… | 145 | 29.5% | 114 | 15.2% | 82.76% | -8.2% | 400 | 40.4% |
| 5 Moments-A Gastronomic Journey - Bodega… | 117 | 37.6% | 99 | 39.4% | 89.74% | 0.4% | 281 | 55.2% |
| The Bar at Bodegas Papiamento - Bodegas P… | 112 | -8.2% | 81 | -1.2% | 79.46% | 3.1% | 255 | -17.5% |
| Papiamento Mixology Experience - Bodegas … | 110 | 66.7% | 92 | 76.9% | 92.73% | 0.3% | 267 | 75.7% |
| Rum & Chocolate Sensory Journey - Bodegas… | 109 | 47.3% | 85 | 51.8% | 86.24% | 10.0% | 223 | 12.6% |
| Tasting Experience - Bodegas Papiamento A… | 93 | - | 78 | - | 94.62% | - | 300 | - |
| Papiamento´s VIP Tasting - Bodegas Papiam… | 91 | 37.9% | 75 | 44.2% | 85.71% | -5.7% | 207 | 34.4% |
| Contact - Bodegas Papiamento Aruba | 75 | -1.3% | 44 | 0.0% | 69.33% | 9.8% | 188 | 7.4% |
| Local Events - Bodegas Papiamento Aruba | 52 | 2.0% | 50 | 4.2% | 96.15% | 0.1% | 113 | -6.6% |
| News - Bodegas Papiamento Aruba | 43 | -27.1% | 35 | -37.5% | 79.07% | 13.8% | 122 | -31.1% |
| Distributors - Bodegas Papiamento Aruba | 24 | 0.0% | 18 | -18.2% | 87.5% | -8.7% | 59 | -15.7% |
| The True Spirit of Aruba with Aruba Rum, Ou… | 8 | - | 7 | - | 87.5% | - | 36 | - |

# Conversion Events

| Event name | Event count ▾ | % Δ | Sessions per user | % Δ | Events per session | % Δ |
|---|---|---|---|---|---|---|
| page_view | 7,382 | 21.6% | 1.35 | 4.0% | 2.61 | 17.4% |
| user_engagement | 4,741 | 30.6% | 1.29 | 0.7% | 2.74 | 9.8% |
| session_start | 2,986 | 4.8% | 1.41 | 3.1% | 1.01 | 2.1% |
| first_visit | 2,031 | -1.0% | 1 | 0.2% | 1 | 0.0% |
| scroll | 1,146 | 6.6% | 1.12 | -3.5% | 1.48 | 1.1% |
| click | 240 | 15.9% | 1.09 | 1.9% | 1.62 | 11.2% |
| file_download | 35 | -16.7% | 1.03 | 0.4% | 1.09 | -3.6% |
| form_start | 24 | 71.4% | 1.05 | 5.0% | 1.14 | 14.3% |
| form_submit | 18 | - | 1.06 | - | 1.06 | - |
| video_progress | 1 | - | 1 | - | 1 | - |

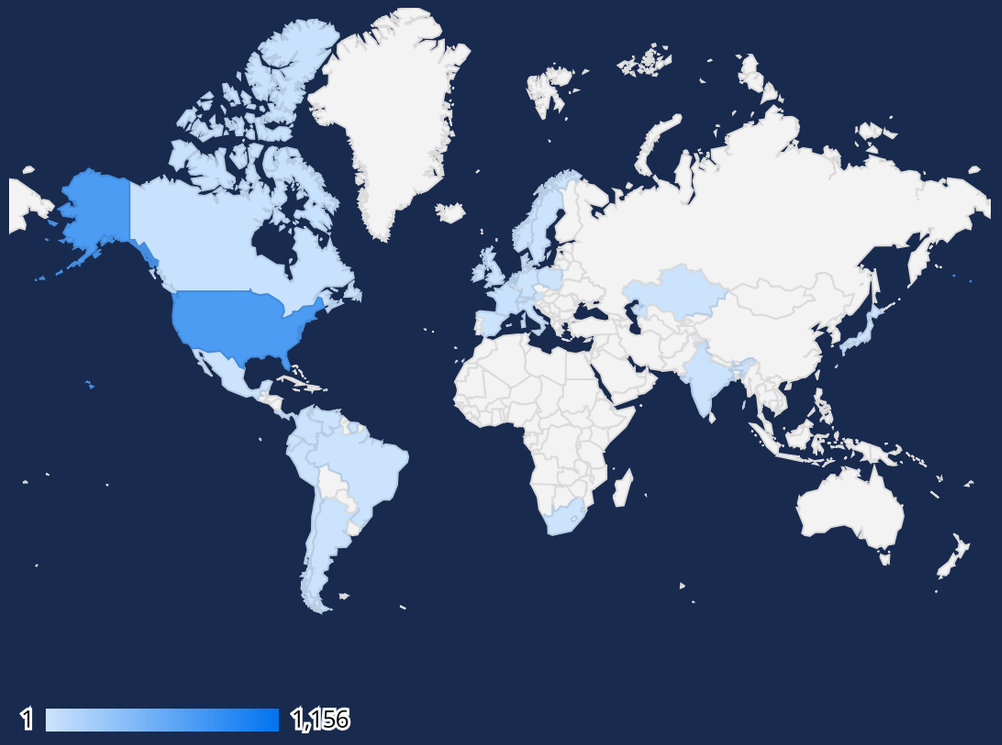
## Key Observations

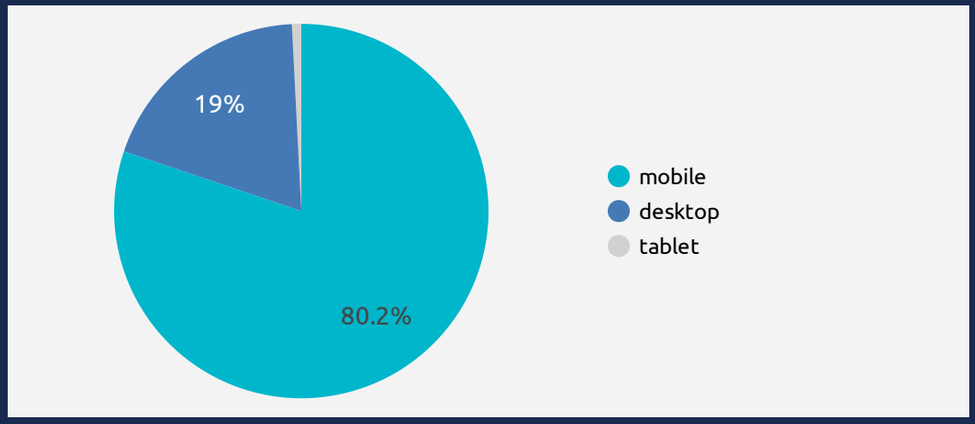
**Strong overall engagement:** page_view ↑ 21.6%, user_engagement ↑ 30.6%, and click ↑ 15.9% all show a healthy increase in interaction with your content. Users are seeing more content and interacting more frequently per session (Events per session ↑ across key metrics). **High conversion funnel activity**: form_start ↑ 714.4% and form_submit ↑ with improved Events per session (↑ 14.3%) suggest more users are beginning and completing forms — a sign of increased interest or better UX. **New user acquisition slightly down:** first_visit ↓ 10%, indicating a slight decline in new users entering the site. While engagement is up, the pipeline for new traffic may need a boost. **File downloads dropped:** file_download ↓ 16.7%, possibly due to fewer gated content offers or reduced visibility of downloadable resources. **Session quality improving:** session_start ↑ 4.8%, sessions per user and events per session also trending positively across most events — showing deeper and more meaningful visits.

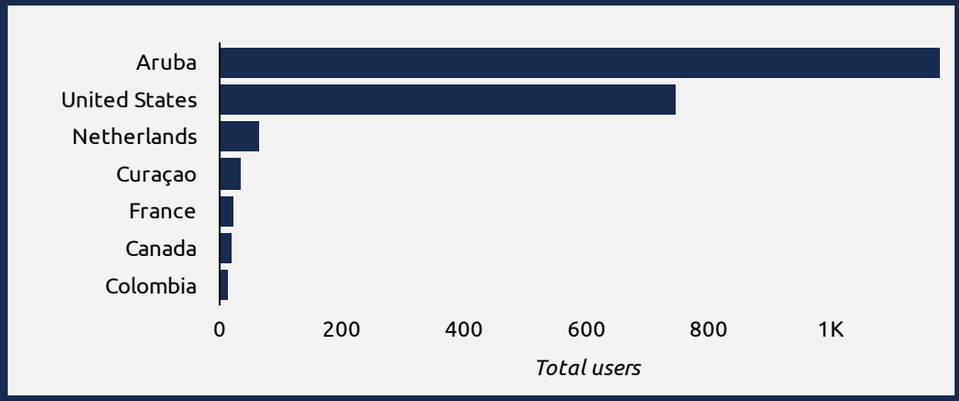



**Expert Recommendations**:
**Capitalize on form interest:** With a surge in form_start and improved form_submit metrics, review and optimize thank-you pages, follow-ups, or confirmation journeys to turn leads into conversions. **Boost new visitor acquisition**: Counter the first_visit decline by increasing top-of-funnel efforts: improve SEO for new search terms, invest in awareness campaigns, or promote via partners/social media. **Re-promote downloadable content:** Revisit the placement and visibility of high-value PDFs, guides, or reports to recover file_download activity. **Leverage engagement trends**: Consider adding micro-conversion events (like video views, quiz starts, or newsletter sign-ups) to keep momentum high and build stronger retargeting audiences.

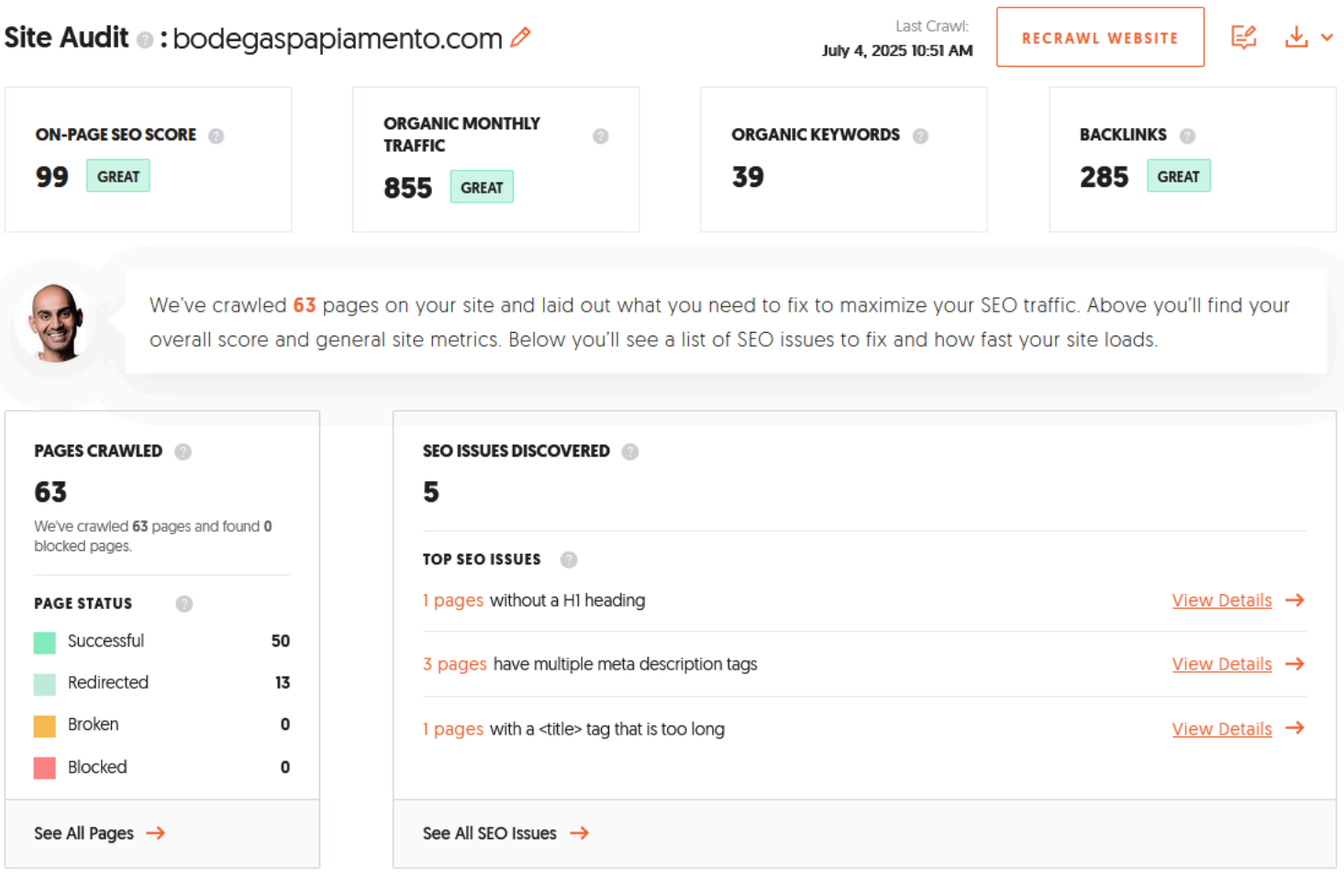
# Demographics



# Overview of site's SEO




## SEO Site Audit Summary

**On-Page SEO Score** 99 (GREAT) ✅ Indicates excellent optimization across most pages. Only minor improvements needed.

**Organic Monthly Traffic** 855 ✅ Solid and growing traffic volume. Could be higher with keyword expansion and content clustering.

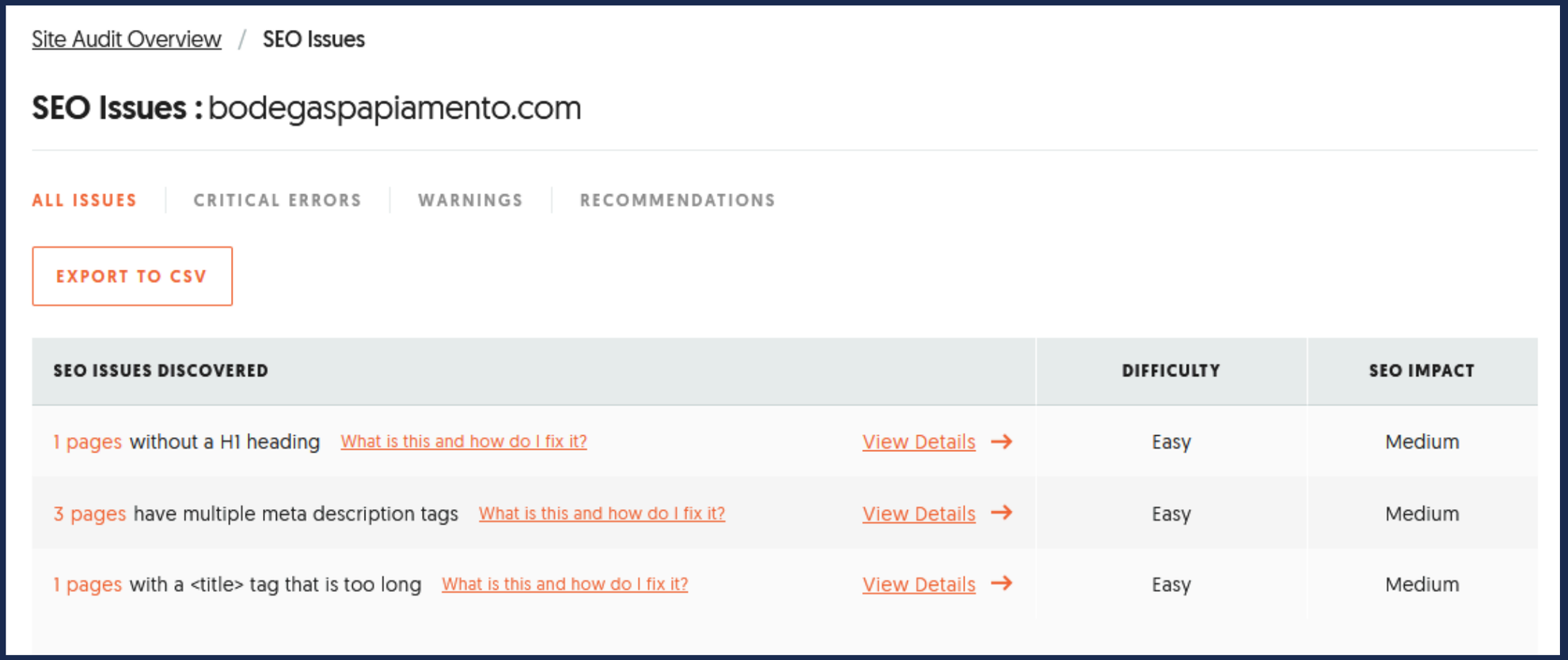
**Organic Keywords** 39 A relatively low count — this shows opportunity to target more long-tail and product-based queries.

**Backlinks** 285✅ Good backlink count with ongoing growth. Focus on gaining more high-authority referring domains.

## Strategic SEO Notes:

**Great base SEO** — the score of 99 shows strong technical and content foundations. However, low organic keyword diversity (39 keywords) suggests under-optimized content depth. Expand with blog posts, tasting notes, pairing guides, and FAQs to rank for more keywords.
**Backlinks are solid**, but pairing this with internal linking strategy (especially to deeper pages) will lift the whole site.

# SEO Issues



Site Audit Overview / SEO Issues

**SEO Issues :** bodegaspapiamento.com

ALL ISSUES | CRITICAL ERRORS | WARNINGS | RECOMMENDATIONS

EXPORT TO CSV

| SEO ISSUES DISCOVERED | | DIFFICULTY | SEO IMPACT |
|---|---|---|---|
| 1 pages without a H1 heading What is this and how do I fix it? | View Details → | Easy | Medium |
| 3 pages have multiple meta description tags What is this and how do I fix it? | View Details → | Easy | Medium |
| 1 pages with a <title> tag that is too long What is this and how do I fix it? | View Details → | Easy | Medium |

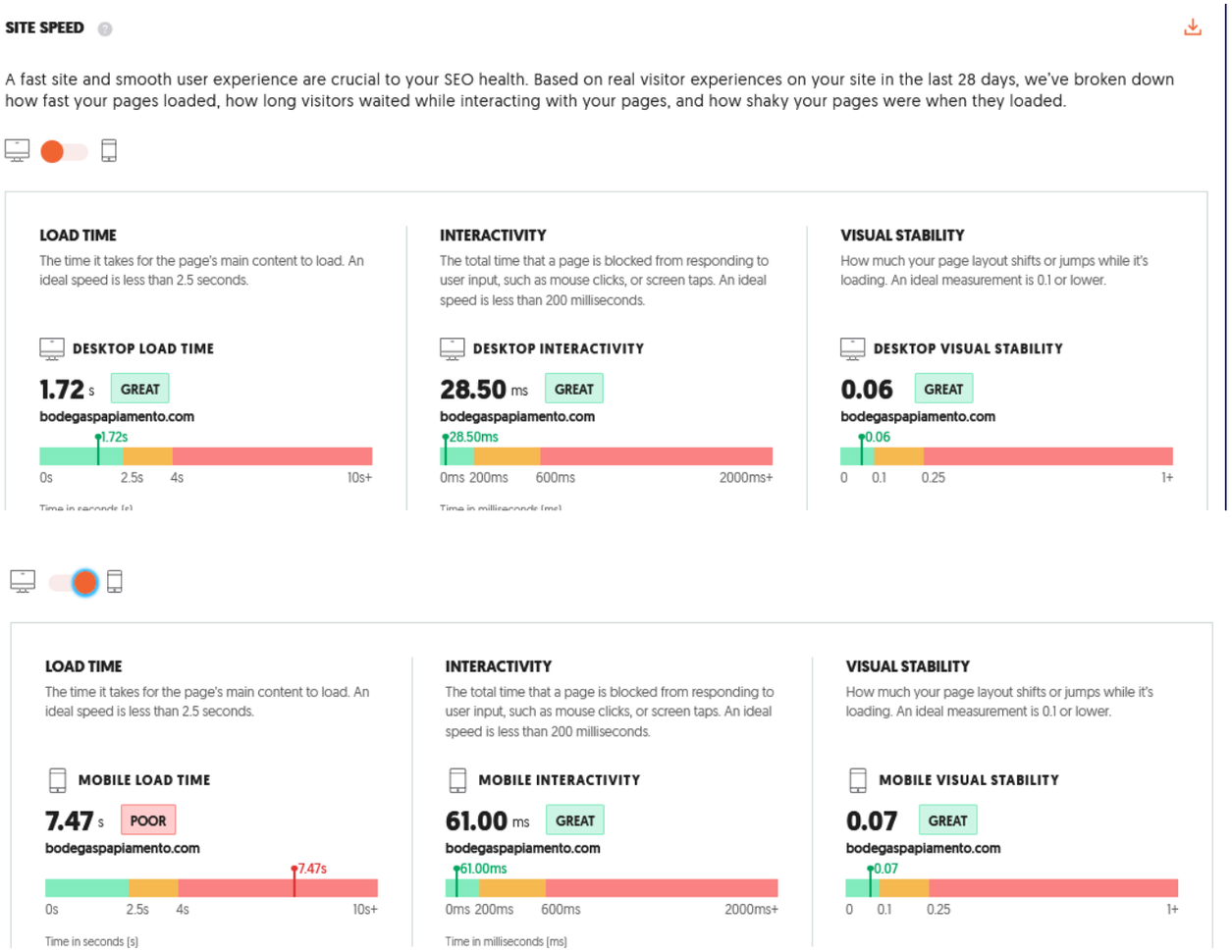
**Current SEO Issues Overview**

These are minor but impactful issues — all marked Easy to Fix with Medium SEO Impact, meaning quick wins that can immediately improve search performance and rankings.

1 Pages Without an H1 Heading Issue: The absence of h1 tags means search engines can't easily identify the primary topic of the page. Why it matters: H1s are crucial for keyword relevance and content hierarchy. Their absence weakens both SEO and accessibility. Fix: Add a single, keyword-rich h1 to each page. Ensure it's unique and reflects the page's main purpose. 3 Page multiples Meta Description Tags: having more than one meta description tag on a page makes it difficult for search engines to know what the content is about or if the content will be a good fit for people who are performing searches. Having only one meta description tag per page will give you a much better chance at ranking in search results.. 1 Pages with a Title Tag That Is Too Long Issue: It is recommended to keep your title tag under 65 characters so you don't run the risk of having part of it cut out from the search results page.

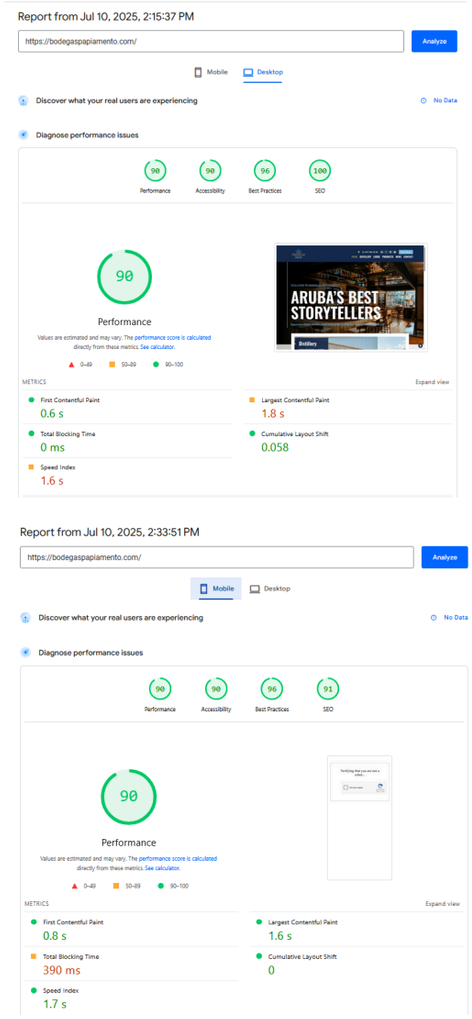
# SITE Speed

A fast site and smooth user experience are crucial to your SEO health. Based on real visitor experiences on your site in the last 28 days, we've broken down how fast your pages loaded, how long visitors waited while interacting with your pages, and how shaky your pages were when they loaded.

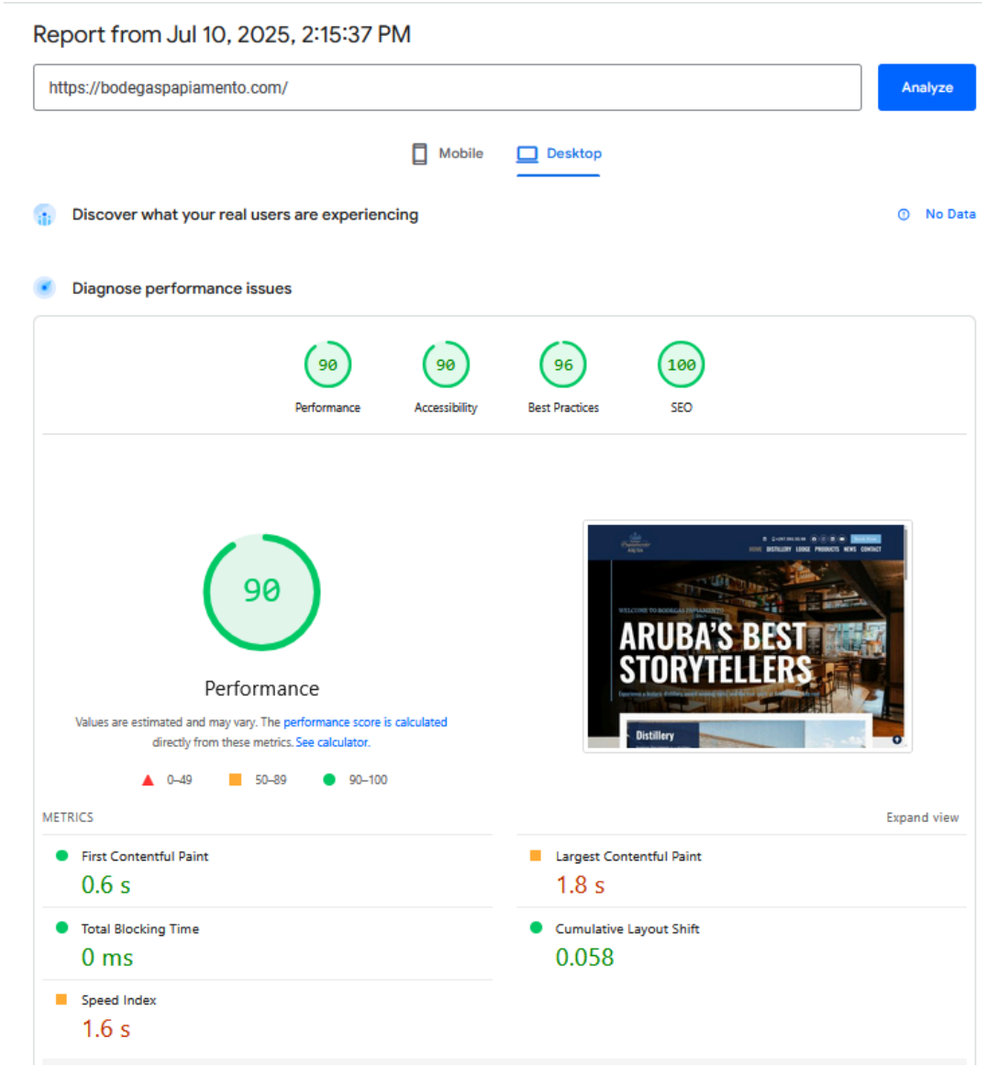








# Website PageSpeed Insights







## Latest Performance Report for:

https://bodegaspapiamento.com/

Report generated: Thu, Jul 10, 2025 6:42 AM -0700
Test Server Location: Vancouver, Canada
Using: Chrome 125.0.0.0, Lighthouse 12.3.0

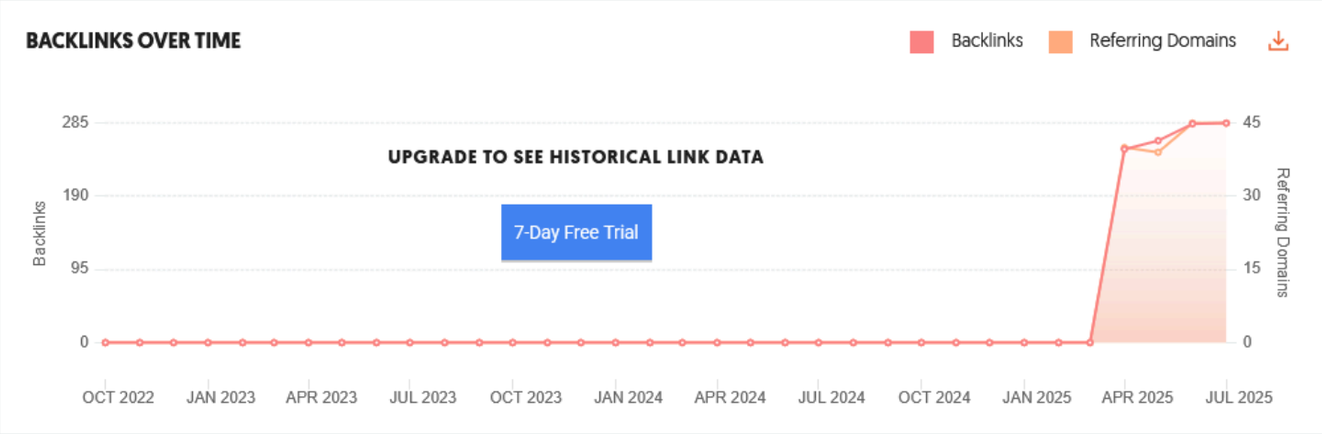
| GTmetrix Grade | Performance | Structure | Largest Contentful Paint | Total Blocking Time | Cumulative Layout Shift |
|---|---|---|---|---|---|
| B | 82% | 94% | 2.1s | 0ms | 0.05 |

We've analyzed the speed and performance of bodegaspapiamento.com using two trusted tools—GTmetrix and Google PageSpeed Insights.

**Key Performance Insights:** ✅ User Experience is excellent — minimal layout shifts, no blocking scripts, and visually responsive within the first second. 🟡 GTmetrix LCP shows 2.1s (borderline), while PSI gives 1.6s — monitor consistency across devices and optimize above-the-fold images/fonts. ✅ SEO & Code Structure are nearly perfect. This site is well-built and technically sound, giving it an advantage in organic rankings. ⚠️ Accessibility slightly trails – ensure that form labels, button alt texts, and contrast ratios meet WCAG 2.1 standards.

**Recommendations for Further Optimization: Optimize LCP Assets** (hero images, background elements): Use modern formats (WebP, AVIF) Preload key visuals and fonts Minimize third-party scripts **Continue On-Page SEO Enhancements**: Fix remaining H1/meta/title issues Expand keyword targeting and semantic markup **Accessibility Audit**: Run Lighthouse accessibility checks or use WAVE tool to fine-tune

# Backlinks



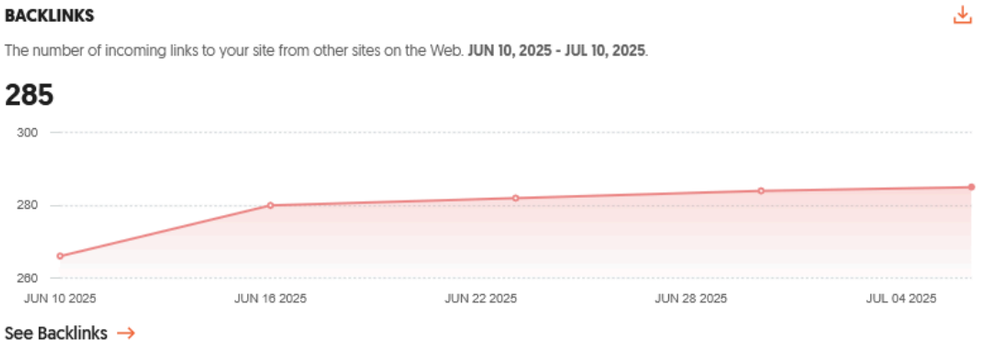

**Bodegaspapiamento.com** has demonstrated notable improvements in its SEO metrics and backlink profile, reflecting effective optimization strategies and growing online authority.

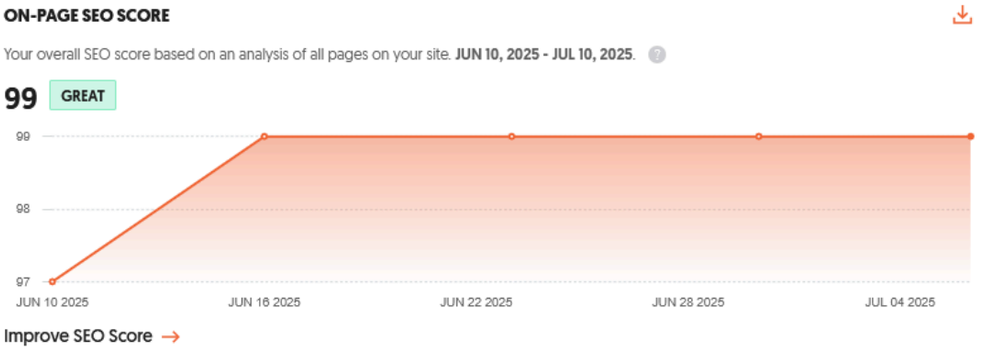
**Backlink Overview**
**Domain Authority** 12 Low – still early in authority building. Requires continuous quality link acquisition. **Referring Domains** 45 Good start. Indicates a broadening footprint of external websites linking to the domain. **Total Backlinks** 285 Strong initial volume, with 37 of them marked as NoFollow.

**Backlinks Over Time**
**Trend Analysis Explosive Growth Since Q1 2025**: Until early 2025, the site had virtually zero backlinks. Starting around Jan–Feb 2025, there was a rapid spike in both backlinks and referring domains. The site jumped from near-zero to 285 links from 45 domains in under 6 months — showing active link-building efforts or successful PR/content campaigns. **Referring Domains curve is healthy** — it's not just repeated links from the same domains, but a real growth in domain diversity.

**Recommendations**:
**Pursue Authority Sites**: Get links from .edu, .org, industry blogs, or media coverage — even 3–5 strong ones will significantly boost DA. **Content Marketing:** Publish thought leadership (e.g., on rum culture, distillery history, cocktail recipes) to attract natural backlinks. **Use Internal Linking:** Now that you're getting link juice, distribute it wisely through internal links to priority service or product pages. **Monitor Toxic Links**: As backlink volume grows, check for spammy domains monthly using tools like Ahrefs, SEMrush, or Google Search Console.

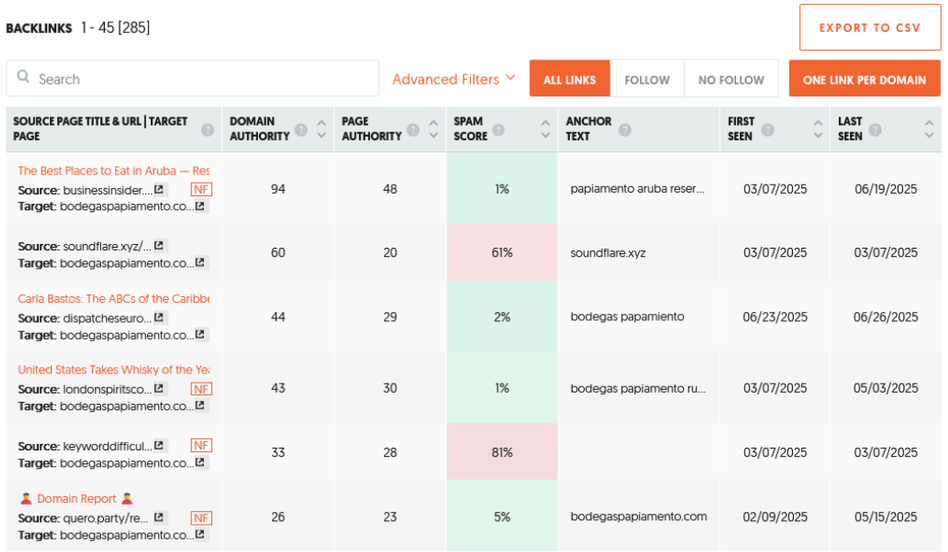
# Backlinks & Referring domains




## Strategic Recommendations

**Target DA 30+ Sites**: Focus outreach or PR efforts on securing links from publications, trade journals, or influencers with higher DA.
**Boost Link Equity:** Create cornerstone content that high-DA domains will want to link to — think downloadable rum guides, press features, or interactive timelines.
**Audit Low-DA Links**: Review DA 1–10 sources — disavow spammy or irrelevant ones to maintain a clean profile.
**Leverage Existing DA 60+** Links: Build internal links from these landing pages to commercial content (e.g. tasting pages, shop, booking



# Backlink Opportunity

## Backlink Opportunity : bodegaspapiamento.com

Here are the websites that link to your competitors but not to **bodegaspapiamento.com**

REFERRING DOMAIN | BACKLINK

EXPORT TO CSV | 0 of 10 Selected

| REFERRING DOMAIN | DOMAIN AUTHORITY | COMPETITORS IT LINKS TO |
|---|---|---|
| welt.de Top Backlink | 92 | https://pepemargodistillery.com/ |
| aaa.com Top Backlink | 86 | https://pepemargodistillery.com/ https://www.altovistawinery.com/ |
| afar.com Top Backlink | 76 | https://pepemargodistillery.com/ https://www.altovistawinery.com/ |
| aruba.com Top Backlink | 75 | https://pepemargodistillery.com/ https://www.altovistawinery.com/ |
| shorthandstories.com Top Backlink | 62 | https://pepemargodistillery.com/ |
| travelnoire.com Top Backlink | 61 | https://pepemargodistillery.com/ |
| go-vip.net Top Backlink | 57 | https://pepemargodistillery.com/ https://www.altovistawinery.com/ |
| globaltravelerusa.com Top Backlink | 57 | https://www.altovistawinery.com/ |
| fpmatrix.com Top Backlink | 57 | https://pepemargodistillery.com/ |
| freshprinceoftheblog.com Top Backlink | 54 | https://pepemargodistillery.com/ |

# Competitor Organic Traffic

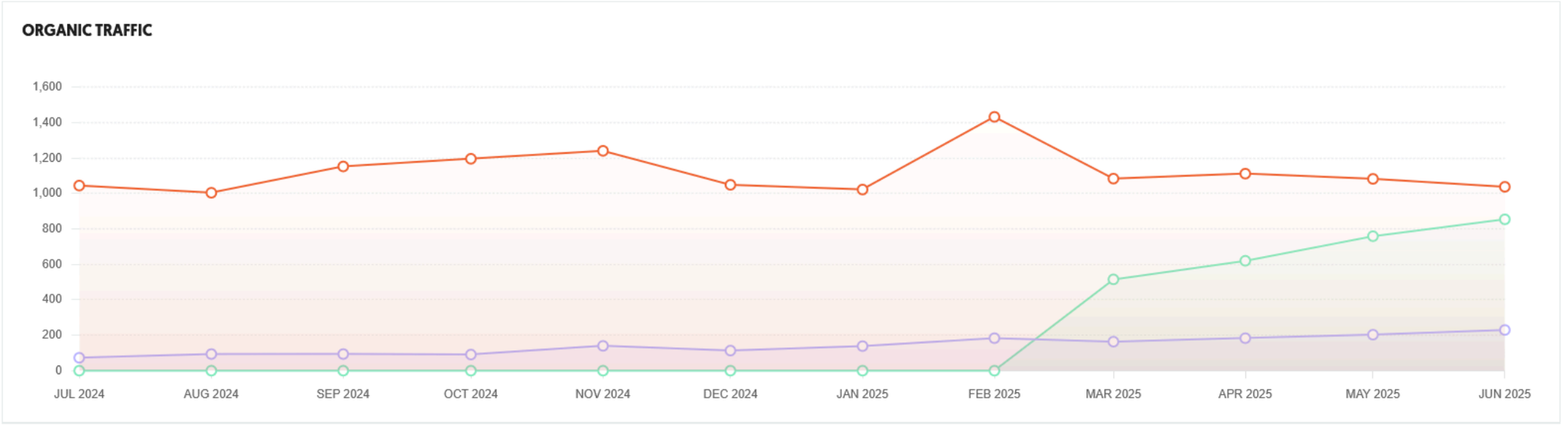
## Competitor Tracking

Here are the domains that are your competitors

Send Feedback

altovistawinery.com | pepemargodistillery.com | bodegaspapiamento.com

English - United States




**Bodegas Papiamento: Rapid Growth, Strong Momentum**

Bodegas Papiamento is quickly emerging as a leading player in the local distillery and tourism scene. While competitors like Altovista Winery have held steady traffic over the past year, Bodegas Papiamento has demonstrated the fastest organic growth, rising from virtually zero to over 800 monthly visitors in just four months. This sharp increase reflects the growing interest in our “from farm to bar” experience, as well as the success of recent digital efforts that combine rich storytelling, SEO optimization, and a focus on authentic Aruban culture. With traffic now closing in on long-established competitors, Bodegas Papiamento is clearly positioning itself as the most dynamic and fastest-growing brand in the space — proof that our unique vision and strategic marketing are resonating with visitors and search engines alike.

# Keyword Idea examples

## Keyword Ideas bodegaspapiamento.com

Send Feedback

FPP: bodegaspapiamento.com | Search Volume | SEO Difficulty (SD) | Cost Per Click (CPC) | Include / Exclude Keywords

0 of 28 Selected | Add to List | Export | Copy | Update SEO Difficulty (0/10)

| Keywords | Volume | CPC | PD | SEO Difficulty |
|---|---|---|---|---|
| papiamento aruba | 8.1K | US$0.73 | 3 | 36 2 Weeks ago |
| papiamento restaurant aruba | 8.1K | US$0.73 | 3 | 29 2 Weeks ago |
| papiamento aruba menu | 720 | US$0.00 | 1 | 27 1 Month ago |
| papiamentos aruba menu | 720 | US$0.00 | 1 | 29 1 Month ago |
| papiamento rum | 480 | US$0.98 | 24 | 14 2 Weeks ago |
| aruba rum | 390 | US$0.85 | 59 | 13 1 Month ago |
| bodegas express | 390 | US$0.93 | 1 | 30 1 Month ago |
| pepe margo distillery | 210 | US$7.56 | 11 | 25 2 Weeks ago |
| aruba distillery | 110 | US$0.00 | 2 | 32 1 Week ago |
| aruba liquor | 110 | US$0.23 | 13 | 17 1 Week ago |
| aruba rum distillery | 90 | US$0.00 | 1 | 26 This week |

# Best Practices for New build to get started

SEO best practices to bear in mind when the new website is being built.

**Google Tag Manager** - Not currently set up. Will help with the use of tracking subdomains, custom metrics, and Google ad tracking & should be added in the new build.

**SEO Tools** - Currently there are no SEO tool plugins in use. We would recommend Rank Math as it's very user-friendly and can be used by **Bodegas Papiamento**.

**Urls** - Use keywords and keep under or around 75 characters.

A shorter URL can be beneficial as search engines typically display the first 50-60 characters of a URL in their search results.

**Content** - For important more competitive pages you want users to find through organic searches make sure your content is readable, well-structured with H tags and has over at least 600 characters with on-page SEO implemented through an SEO plugin like Rank Math or Yoast (If plug-ins are not a preferred red option for the **Bodegas Papiamento** we can implement manually by custom code with validation, bear in mind it will take more time).

**Image Alt Text** - For images to come up in Google searches under images alternate text can be added to them within the library. If keywords are in there also for the page displayed it will boost the whole page's SEO.

**Meta Titles & Descriptions** - Your titles and descriptions displayed in search engine results need your keywords in

# General Recommendations

**SEO Fixes (Priority):**
Add missing H1 tags to improve keyword relevance, page structure, and accessibility. Correct meta and title tag errors, ensuring each page has one clear, keyword-optimized title and description.

**Content Strategy:**
Expand keyword coverage beyond the current 42 indexed terms by targeting long-tail, experience-driven phrases (e.g., Aruba rum tasting, farm to bar tour, craft spirits in Aruba). Create additional content such as blog posts, tasting notes, FAQs, and pairing guides to improve visibility and topical authority.

**Conversion Optimization:**
Improve visibility and clarity of calls to action (CTAs) — especially on tasting and booking pages. Introduce inline incentives like discounts, freebies, or VIP perks to boost form starts and email signups.

**Performance Optimization:**
Optimize Largest Contentful Paint (LCP) assets like hero images and custom fonts for both mobile and desktop, using WebP or AVIF formats. Maintain your strong technical SEO foundation by testing speed and structure after any future design updates.

**Backlink Growth:**
Focus outreach on high-authority websites (DA 30+) such as travel magazines, local tourism blogs, or industry news. Continue building links through PR efforts, events, and shareable content, especially those tied to your “from farm to bar” story.

**Tracking & Attribution:**
Fix unassigned traffic by ensuring that all marketing links use proper UTM parameters and referral tagging — this will improve analytics accuracy and campaign tracking.

**Conclusion** Bodegas Papiamento’s website is performing well, with strong engagement signals and rapid growth in organic visibility. With a solid technical foundation already in place, the next step is to focus on expanding keyword coverage, improving user conversions, and strengthening the backlink profile — all essential to boosting search rankings and attracting high-intent visitors.