



COMMUNICATIONS GROUP
Marketing | Public Relations

SEO Analysis

joe.coffee

Organic Search: Summary

US | joe.coffee

3.4K -24% TRAFFIC

SEMrush Rank	401.0k	
Keywords	2.7K	2%
Traffic Cost	\$5.2K	29%

Paid Search: Summary

US | joe.coffee

3 0% TRAFFIC

Keywords	1	-50%
Traffic Cost	\$8	-47%

Backlinks: Summary

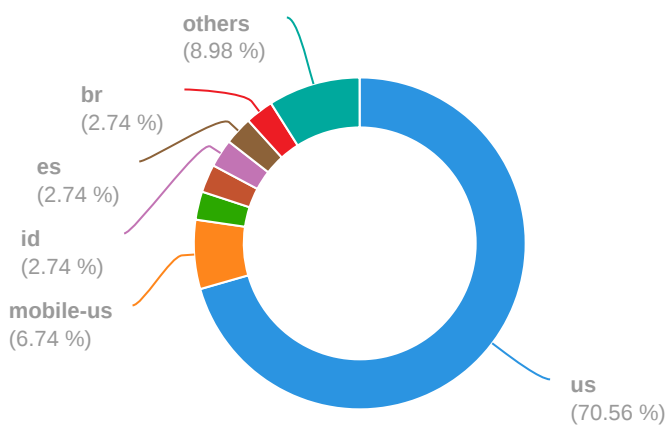
Root Domain: joe.coffee

7.3K TOTAL BACKLINKS

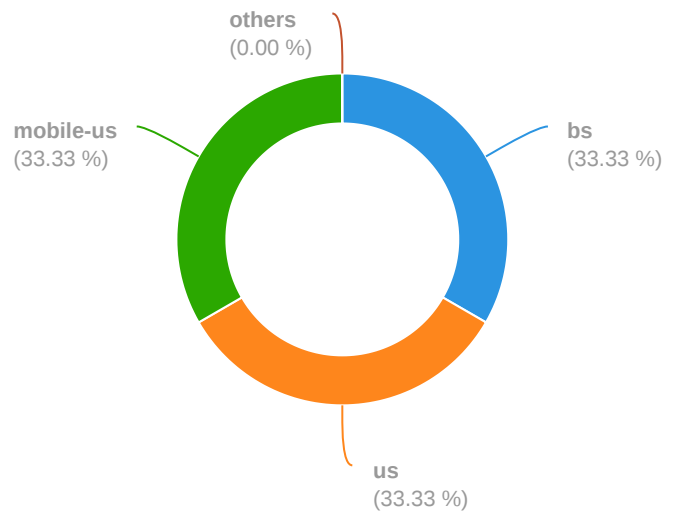
Referring Domains	853
Referring IPs	901

Organic Search: Keywords By Country

joe.coffee

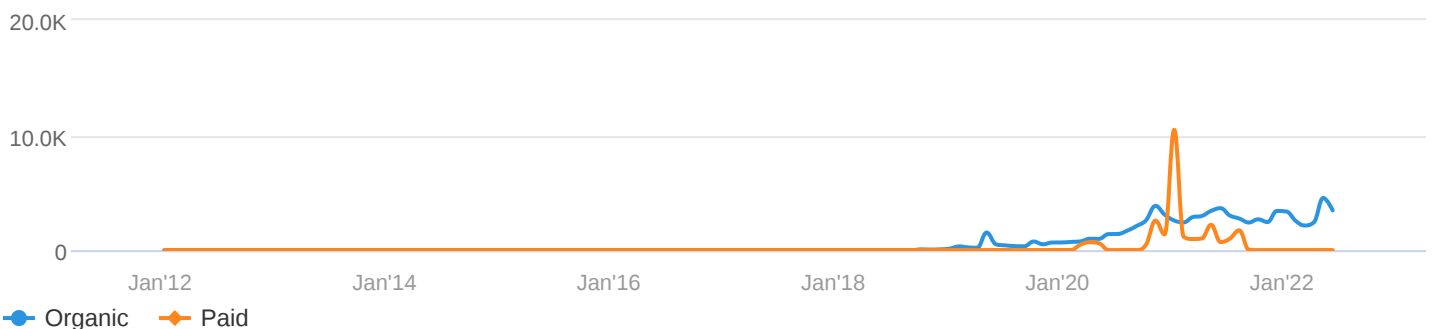


Paid Search: Ad Keywords by Country



Traffic: Organic vs Paid



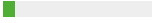
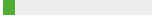
joe.coffee | US | All time



Organic search traffic

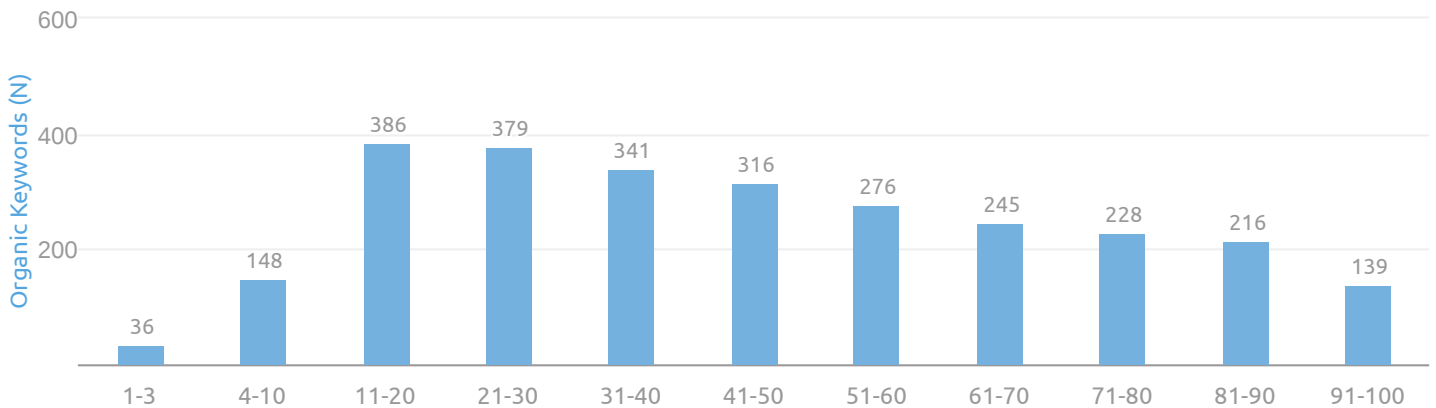
Organic Search: Top Keywords (2,710)

US | joe.coffee

Keyword	Pos	Volume	CPC (USD)	Traffic
joe coffee	2 (2)	18,100	0.78	13.62% 
joe coffee app	1 (1)	390	1.92	9.04% 
coffee place near me	7 (66)	9,900	1.93	8.61% 
joe app	1 (1)	320	0.77	7.42% 
small coffee shops near me	7 (7)	2,900	1.82	2.52% 


Organic Search: Keyword Position Distribution

US | joe.coffee



Keywords by Intent

US | joe.coffee



Intent	Keywords	Traffic
Informational	937	504
Navigational	503	972
Commercial	660	387
Transactional	1.1K	2.0K

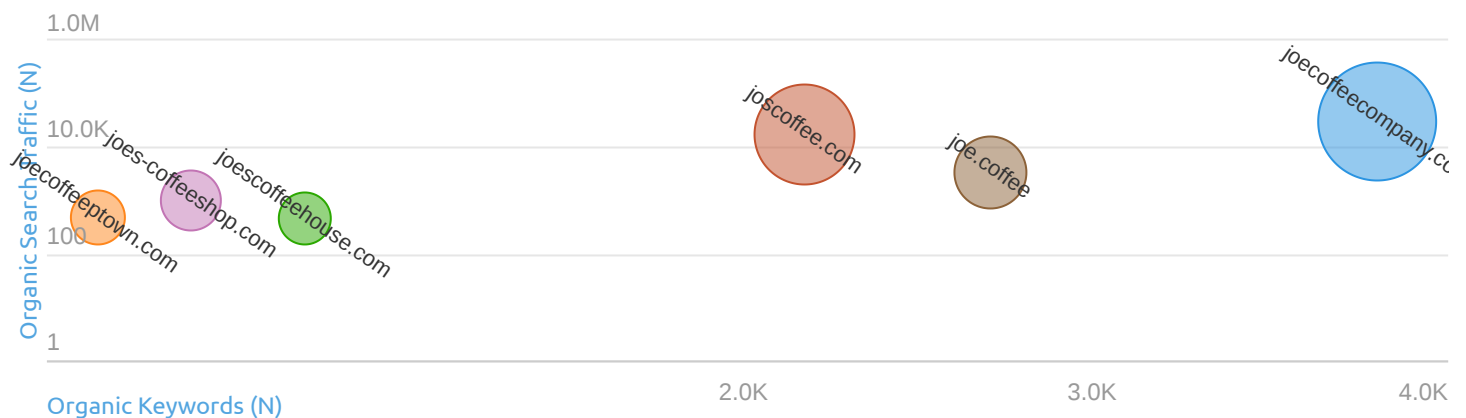
Organic Search: Top Competitors (3,009)

US | joe.coffee

Competitor	Com. Keywords	SE Keywords	Com. Level
joecoffeecompany.com	48	3.8k	14%
joecoffeetown.com	17	145	7%
joescoffeehouse.com	12	741	6%
joscoffee.com	21	2.2k	6%
joes-coffeeshop.com	14	419	5%

Organic Search: Competitive Position Map

US | joe.coffee



Organic Branded Search

US | joe.coffee

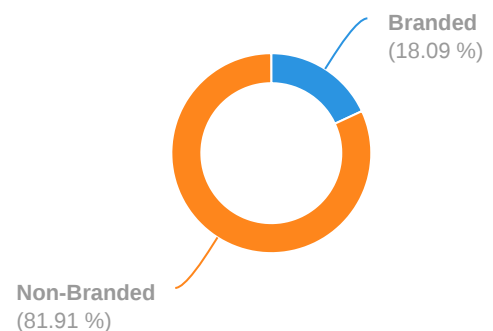
624 0% TRAFFIC

Keywords 3

Branded vs Non-Branded

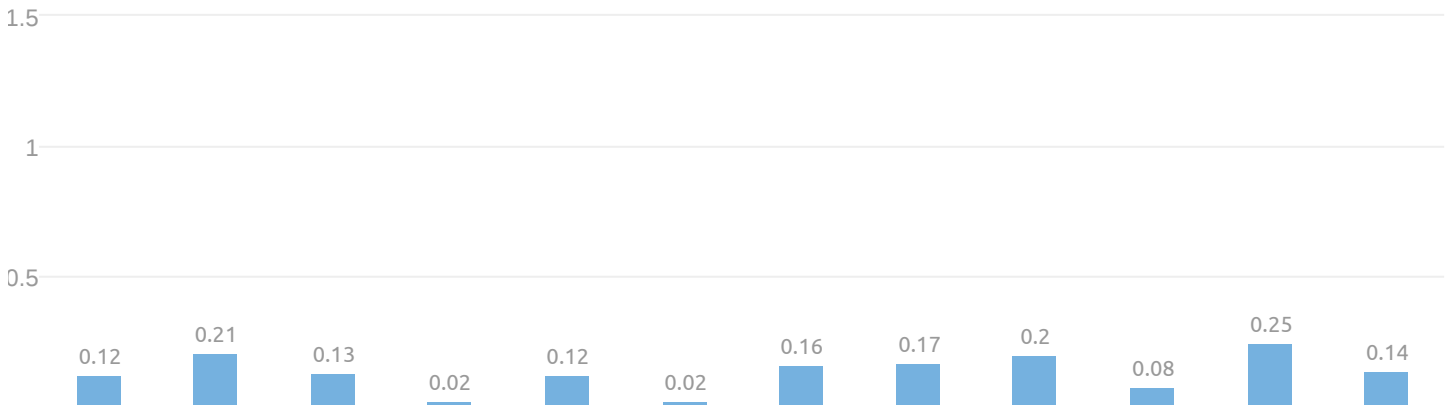
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18.09% **81.91%**
Branded Traffic Non-Branded Traffic



Organic Search: Branded Traffic Trend

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Paid search traffic

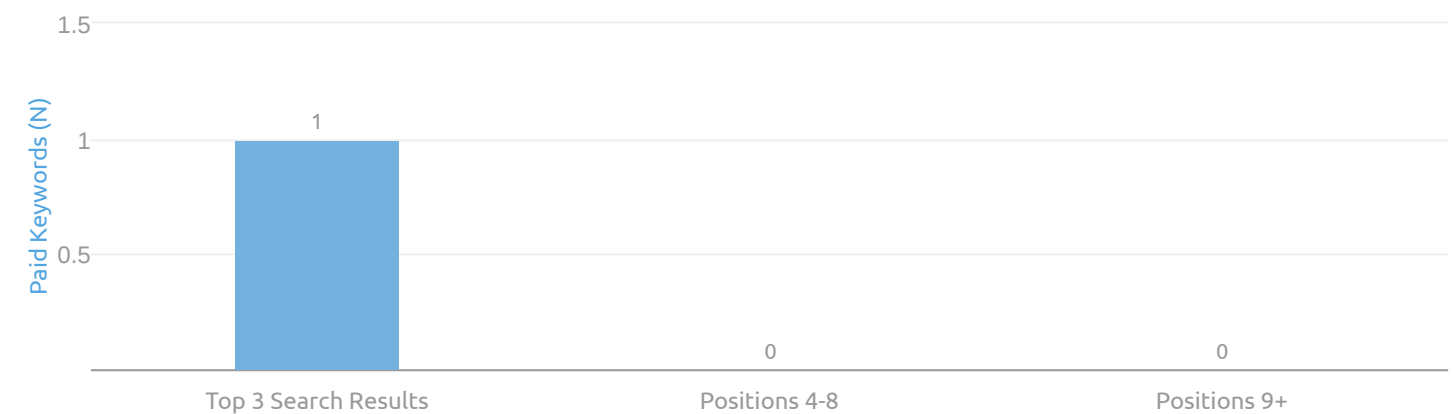
Paid Search: Top Keywords (1)

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Keyword	Pos	Volume	CPC (USD)	Traffic
joe app coffee	1 (1)	70	2.44	100.00%

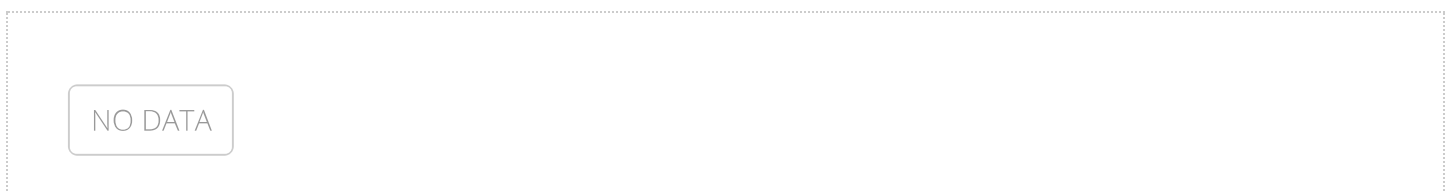
Paid Search: Ad Copy Position Distribution

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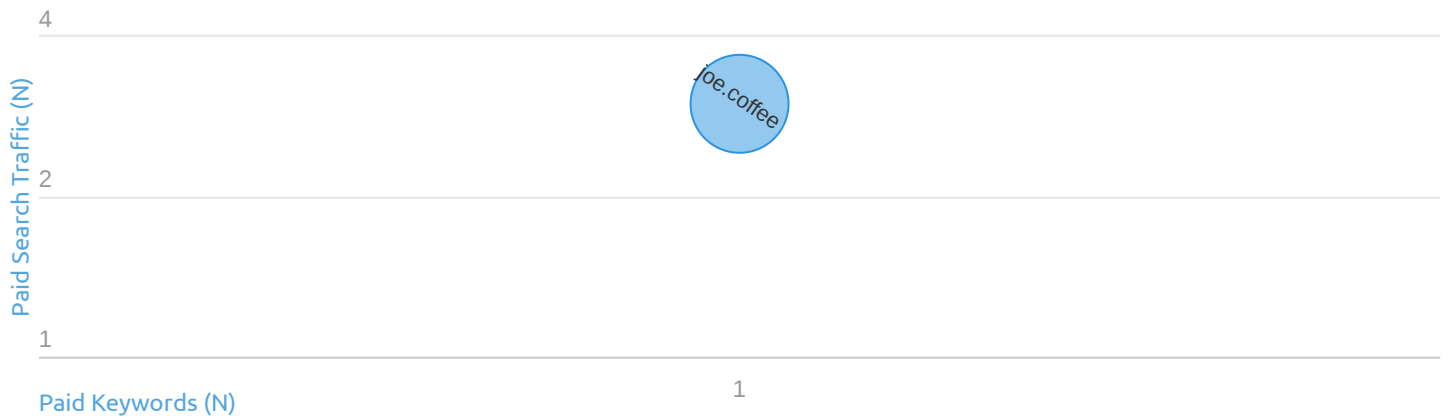
Paid Search: Top Competitors

US | joe.coffee



Paid Search: Competitive Positioning Map

US | joe.coffee



Sample Ads (1)

US | joe.coffee

[Coffee Shop Loyalty App - Free Loyalty Marketing](#)

Ad <https://grow.joe.coffee/coffeeshop/point-of-sale>

All-in-one POS to harmonize in-person and digital ordering and enhance customer experience. Built for coffee workflows. Automate loyalty marketing and maximize sales.

Backlinks

Top backlinks

Root Domain: joe.coffee

Referring page Title / Referring page URL	Anchor text / Link URL	Type
Get Freshly Roasted! Dark Matter Coffee https://www.darkmattercoffee.com/	https://order.joe.coffee/dark-matter-coffee	View
SOMEWHERE® International Menswear, Streetwear & Shoe Store https://somewhereofficial.com/	Cafe https://order.joe.coffee/somewhere	-
Peregrine Espresso http://peregrineespresso.com/	Joe Coffee Order Ahead http://get.joe.coffee/	-
Flying Fish Partners Seattle & Greater PNW Venture Capital Firm https://www.flyingfish.vc/home/	Portfolio https://joe.coffee/	View
Avondale's best restaurants and bars - Eater Chicago https://chicago.eater.com/maps/best-restaurants-bars-avondale-chicago	cafe's website https://order.joe.coffee/stores/caravanserai/e8ea33ca-e5f8-468c-8f93...	-

Backlinks: Top Anchors

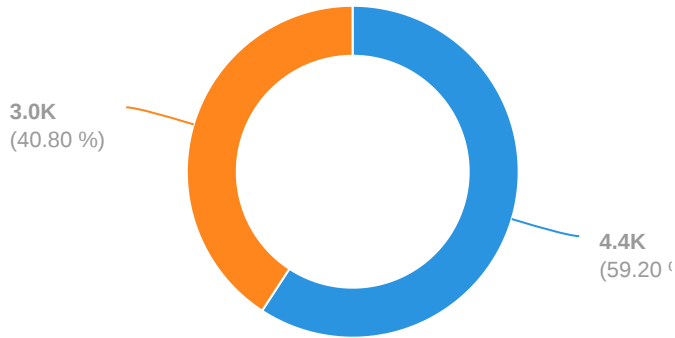
Root Domain: joe.coffee

Anchors	Percentage	Domains	Backlinks
Empty anchor	14%	69	990
free cup of coffee on joe app!	11%	2	763
joe coffee	7%	115	467
cafe	6%	1	444
https://joe.coffee/	6%	74	439

Backlinks: Follow vs Nofollow

joe.coffee

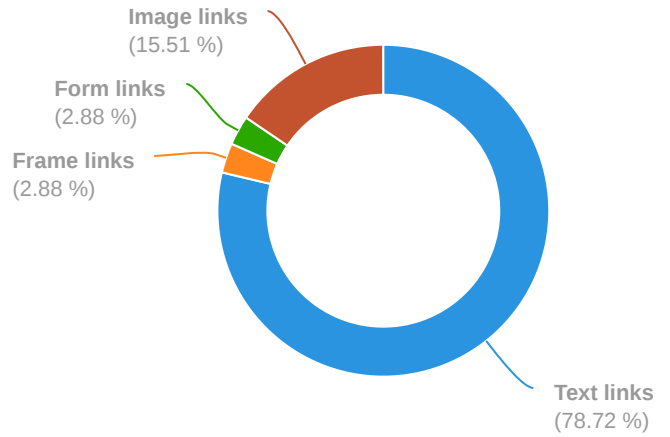
4.4K Follow links
3.0K Nofollow links



Backlinks Types

joe.coffee

6.1K Text links
1 Frame links
0 Form links
1.2K Image links



Backlinks: Top Referring Domains

Root Domain: joe.coffee

Root Domain	Backlinks	IP / Country
local-maury-news.com	824	192.0.78.131
freestuffbymail.org	762	178.128.10.63
biboxs.com	658	104.21.67.147
krem.com	344	216.182.93.141
somewhereofficial.com	220	23.227.38.32

Backlinks: Top Indexed Pages

Root Domain: joe.coffee

Title and URL	Domains	Backlinks
Order Ahead Coffee App - Indie Coffee Shops Near Me Joe Coffee - joe - mobile ordering for independent coffee shops https://joe.coffee/	440	1,931
For Coffee Shops - joe - mobile ordering for independent coffee shops https://joe.coffee/for-coffee-shops/	66	242
Creating a promo code - joe coffee support https://support.joe.coffee/article/42-creating-a-promo-code	37	80
FAQs about joe 'Dolla Java Days' https://blog.joe.coffee/success/faqs-about-joe-dolla-java-days	29	62
How do I use a promo code? - joe coffee support https://support.joe.coffee/article/65-how-do-i-use-a-promo-code	26	43