

## Keyword auction insight report

July 23, 2018 - August 7, 2018

Display URL domain	Impression share	Avg. position	Overlap rate	Position above rate	Top of page rate	Outranking share
You	< 10%	2.6	--	--	63.14%	--
domain.com.au	27.28%	2.3	30.38%	54.61%	74.23%	5.30%
bisinella.com.au	12.84%	2.3	26.69%	67.77%	67.61%	5.20%
glenleearmstrong.com.au	< 10%	3.4	5.05%	55.41%	55.90%	6.18%
anchorage.com.au	< 10%	2.5	9.08%	90.23%	74.96%	5.83%
hodge.com.au	< 10%	1.6	1.57%	91.30%	88.95%	6.26%
homesales.com.au	10.58%	3.3	16.59%	37.45%	56.43%	5.96%
nestoria.com.au	< 10%	3.6	5.73%	30.95%	45.86%	6.24%
rent.com.au	< 10%	2.2	6.83%	31.00%	62.95%	6.22%
seachangeestate.com.au	10.50%	2.6	39.11%	48.52%	53.39%	5.15%
realestate.com.au	13.47%	2.2	12.70%	36.56%	83.68%	6.06%
stockland.com.au	< 10%	1.7	8.53%	95.20%	89.16%	5.84%
curllewisparks.com.au	< 10%	2.2	10.99%	70.19%	68.86%	5.86%
trovit.com	< 10%	3.6	12.15%	18.54%	25.32%	6.21%