SEMrush

Domain Overview (Desktop)

ose.al

Organic Search: Summary

AL | ose.al

1.3K 6% TRAFFIC

SEMrush Rank	2.3k	
Keywords	353	1%
Traffic Cost	$57	21%

Paid Search: Summary

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25 0% TRAFFIC

Keywords	18	0%
Traffic Cost	$2	0%

Backlinks: Summary

Root Domain: ose.al

32 TOTAL BACKLINKS

Referring Domains	17
Referring IPs	21

Display Advertising: Summary

ose.al

NO DATA
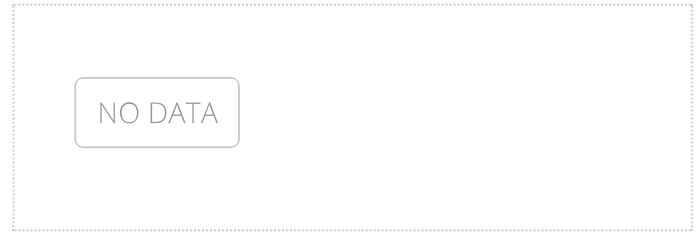
Organic Search: Keywords By Country

ose.al

others
(9.30 %)

de
(3.00 %)

it
(6.45 %)

us
(14.24 %)

al
(67.01 %)
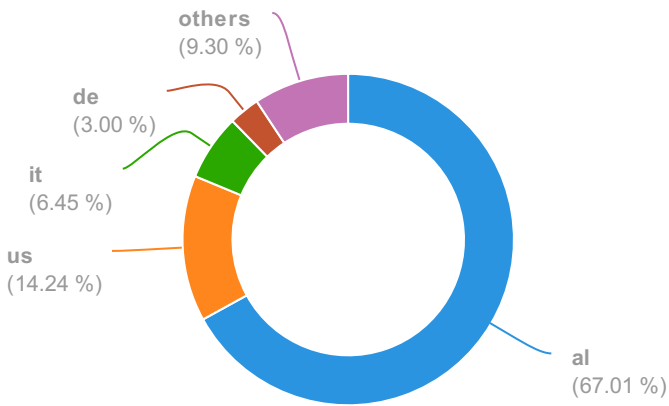
Paid Search: Ad Keywords by Country

others
(0.00 %)

al
(100.00 %)
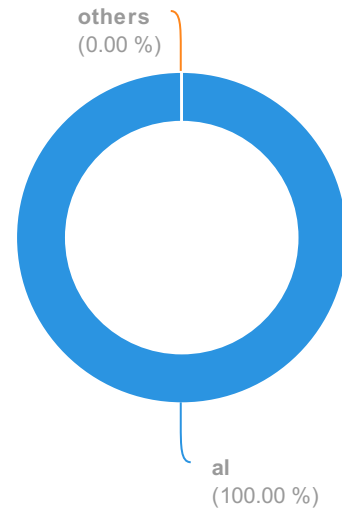
Traffic: Organic vs Paid

ose.al | AL | All time

#	Date ▼	Note	Category
1	Sep 27, 2018	**Google Birthday Update** ↗ Google representatives have confirmed they released a minor search algorithm update on the company's anniversary, September 27. They did not disclose any details regarding this update.	Google organic
2	Aug 1, 2018	**Google Search Quality Update** ↗ Google has officially confirmed that it has released a major search quality update. According to its statement, the update is not focused on demoting bad content, but rather on providing more relevant results. Webmasters are still advised to look out for potential rankings drops.	Google organic
3	Apr 17, 2018	**Core Algo Update in April** ↗ Google has confirmed that it released a core algorithm update in mid-April. Updates like this happen several times a year, and there are usually no particular recipes for fixing position drops. The SEMrush Sensor registered this update with peaks on April 18 and 20.	Google organic
4	Mar 9, 2018	**Google Core Algo Update** ↗ Google representatives have confirmed that they released a core ranking algorithm update over the weekend. Updates like this occur several times a year, but Google has no specific recommendations on what webmasters should fix if they have been hit by this update. The update has also affected the SEMrush Sensor score.	Google organic
5	Jan 15, 2018	**Keyword Database Is Being Updated** ↗ We are updating our keyword database, retiring old, unused keywords, and adding the new contemporary ones. We are also updating search volumes to make them more accurate.	SEMrush
6	Dec 13, 2017	**Pre-holidays Google Update** ↗ Another Google update hit websites in the middle of December. It was reported by SEMrush Sensor and the WebmasterWorld experts, and later confirmed by Google's representatives. The analysis performed by Barry Schwarz suggests that the update hit at least two website categories: - Sites with too many landing pages targeting KW permutations - Sites with too many ads or thin content	Google organic
7	Nov 15, 2017	**Mid-November Google Update** ↗ Webmasters and the SEMrush Sensor have reported a high level of fluctuations in rankings this week, suggesting a significant update. Preliminary analysis shows that sites with lots of ads and thin content were affected.	Google organic

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8	Aug 22, 2017	**Hawk Local Algorithm Update** ↗ The changes in the local pack rankings that were attributed to the Possum algorithm update a year ago now seem to have been partially rolled back. Possum previously forced similar businesses located near each other to be filtered out of local search results. On August 22, Google released a refined algorithm update, dubbed "Hawk," which returned the majority of those businesses to the local pack. Nevertheless, businesses that share the same building can still be filtered out.	Google organic
	Aug 19, 2017	**Google Quality Update in late August** ↗ Many websites experienced significant changes in rankings on August 14 and August 19. The analysis of the patterns suggests that another quality update has been rolled out, penalizing sites with bad user experience, such as: - Thin content with lots of ads - Broken links and/or Flash - Low relevance to the query	Google organic
9	Jun 24, 2017	**Significant Long-term Google Update** ↗ With the SEMrush Sensor showing all-time-high volatility scores, this seems to be the biggest update so far. Many webmasters have also confirmed that they've seen traffic changes. Despite all efforts, this analysis has revealed no patterns for the update, and there has been no official announcement from Google.	Google organic
10	May 17, 2017	**Weeklong Google Update** ↗ The SEMrush Sensor has reported a high volatility in Google's search results. Some webmasters have also confirmed that there was an update. Although this change may be caused by the recent drop of the Featured Snippet link from search results, it is not enough to completely explain the shifts, which have been occurring for a week already.	Google organic
11	Mar 8, 2017	**Large Google Rankings Update 'Fred'** ↗ Webmaster forums have reported numerous position and traffic shifts. The SEMrush Sensor is also showing a High level of volatility this day. Google's representatives have officially confirmed that they released an update that specifically targets websites with "quality issues."	Google organic
	Mar 6, 2017	**Google shows more Top Stories in Related Picks** ↗ Google has added a new feature that allows users to see more AMPs in search results. Some pages now show the 'Related picks' section under Top Stories, which can be expanded into a series of AMPs.	Google organic
12	Feb 7, 2017	**Google Algorithm Update on Feb 7th** ↗ Although less than a week has passed since the previous shift in rankings, it appears that Google is rolling out another ranking algorithm update. Many webmasters and tracking tools, including SEMrush Sensor, have reported significant rankings changes in Google search results.	Google organic
	Feb 1, 2017	**Google Algo Update Seems to Target PBNs** ↗ Webmasters and the BlackHatWorld forum have reported that there seems to be a Google update penalizing PBNs (Private Blog Networks), a black hat SEO technique. Although these claims are supported by data from different tracking tools, including SEMrush Sensor, Google has not officially confirmed this update.	Google organic
13	Jan 10, 2017	**Intrusive Interstitials Mobile Penalty** ↗ Google has announced that starting January 10th it will be penalizing mobile pages with interstitials that impede user access to content. Here are the examples of techniques that could be penalized: - Pop-ups that cover the main content - Standalone interstitial that needs to be dismissed to access the main content - Hiding the main content below the fold	Google organic
14	Dec 7, 2016	**Desktop Search UI Update** ↗ Google has updated the UI of its desktop search, bringing it closer to mobile UI. Apart from several visual changes, the desktop users now see more cards.	Google organic

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15	Nov 23, 2016	**AMP Carousels for Hotel Listings** ↗ Google now shows a new AMP Carousel for hotel listings in mobile search results.	Google organic
	Nov 10, 2016	**Google Algo Update: Mobile Impacted** ↗ Several SERP tracking tools indicated significant changes in rankings on Thursday, November 10th. Symptoms indicate mobile-related changes, probably testing of mobile-first index.	Google organic
16	Oct 13, 2016	**Penguin 4.0 rollout complete** ↗ Gary Illyes from Google confirmed that the rollout of Penguin 4.0 which started on September 23rd is completed by now.	Google organic
17	Sep 28, 2016	**Penguin 4.0 Recoveries start to roll out** ↗ Penguin 4.0 penalty recoveries started to roll out on September 28th, according to Gary Illyes from Google. They seem to be completed by the beginning of next week, October 3rd.	Google organic
	Sep 23, 2016	**Penguin 4.0 launch** ↗ Google has officially launched Penguin 4.0. The update eliminates the long wait for site owners to recover if they have been penalized. Also, Penguin is now part of the core algorithm, same as Panda.	Google organic
	Sep 20, 2016	**AMPs indexed in organic search** ↗ Google has officially rolled out Accelerated Mobile Pages in organic search results around the world. Corresponding pages may see an increase in mobile traffic	Google organic
	Sep 2, 2016	**Google Core Algo Update on Weekend** ↗ Changes in core and local web search results have been widely reported by webmasters and ranking tools. John Mueller of Google did not officially confirm the update, although said it is definitely not Penguin 4.0.	Google organic
18	Jul 26, 2016	**Expanded Text Ads are Live** Google has officially launched expanded text ads. The extra-long ads with double headlines are now available across all devices. This may potentially change paid traffic flows.	Google paid
19	May 12, 2016	**Mobile Friendly Boost** ↗ Google representatives announce completion of an update which improves positions of mobile-friendly websites in mobile search	Google organic
20	Feb 20, 2016	**Right sidebar Ads removed** ↗ Google will no longer show ads in the right sidebar. Now it will place up to four ads above the search results and all the rest will be moved to the bottom of the results page, which may lead to a drop in click-through rates. This update is limited to desktop search results.	Google paid
21	Jan 16, 2016	**Burj Khalifa Update** ↗ Another core algorithm update confirmed by Google's representatives after significant fluctuations on the weekend.	Google organic
	Jan 8, 2016	**Google Core Update** ↗ Google's representatives have confirmed that they rolled out a core ranking algorithm update that took more than a week to complete.	Google organic
22	Oct 26, 2015	**RankBrain Introduction** ↗ Google announced the usage of machine-learning algorithm called RankBrain to sort search results	Google organic

#	Date ▼	Note	Category
23	Jun 22, 2015	**Panda 4.2** ↗ Google has announced that it has launched a Panda refresh, but it may take months to fully roll out.	Google organic
24	May 3, 2015	**The Quality Update** ↗ Google has confirmed that it made changes to its core ranking algorithm in terms of how quality signals are processed.	Google organic
25	Apr 22, 2015	**Mobile Friendly Update** ↗ Google has begun the global rollout of the mobile-friendly update that impacts search rankings on mobile devices only. This update introduces mobile-friendliness as a ranking factor and applies only to individual pages, not entire websites.	Google organic
26	Feb 5, 2015	**Unnamed Update** ↗ Multiple SERP-trackers and many webmasters reported major flux in Google SERPs. Google did not officially confirm an update.	Google organic
27	Oct 24, 2014	**Google Pirate Update** ↗ Google announced an update to its filtering system. Near the end of the month torrent tracker websites took a dive in the search results	Google organic
	Oct 23, 2014	**Panda 4.1** ↗ Google has announced that the latest version of its Panda Update — a filter designed to penalize "thin" or poor content from ranking well — has been released	Google organic
	Oct 17, 2014	**Penguin 3.0** ↗ Google updated their Penguin algorithm with version 3.0. It evaluates a site's backlink profile and may demote a site if it is poor	Google organic
	Oct 2, 2014	**In the News' Box** ↗ Google made a change in the display of the News-box results, and later announced they had expanded the news websites links set	Google organic
28	Aug 24, 2014	**Authorship Removed** ↗ John Mueller of Google Webmaster Tools announced that Google will completely stop showing authorship information in search results - both author photos and bylines	Google organic
	Aug 6, 2014	**HTTPS as rank signal** ↗ Google officially announced their decision to start using HTTPS as a ranking signal. Initially the update would affect less than 1% of queries, but we should expect for HTTPS to gain weight over time	Google organic
29	Jun 12, 2014	**Payday Loan 3.0** ↗ The third version of PayDay Loan algorithm is officially announced, specifically targeting "very spammy queries"	Google organic
30	May 19, 2014	**Panda 4.0** ↗ Matt Cutts announced the release of a major Panda update, affecting different languages to different degrees. For English-language the amount of affected queries revolving around 7,5%	Google organic
	May 16, 2014	**Payday Loan 2.0** ↗ Google has confirmed they have released a new algorithm update to their Payday Loan Algorithm update over this weekend. This algorithm specifically targets "very spammy queries"	Google organic

| #	Date ▾	Note	Category
31	Mar 24, 2014	**Unnamed Update** ↗ Major algorithm flux trackers and sites reported ranking changes, but this update was never confirmed by Google.	Google organic
32	Feb 6, 2014	**Top Heavy 3** ↗ Google has released a refresh of its Page Layout Algorithm. The filter, downgrades the ranking of a web page with too many ads at the top or if the ads are deemed too distracting for users.	Google organic
33	Oct 22, 2013	**AdRank Update** ↗ Google announced a change to Ad Rank, its ad serving calculation in AdWords that determines where your ad shows and how much you'll pay per click. In addition to max CPC bid and quality score, Ad Rank will now factor in the expected impact from ad extensions and formats	Google paid
	Oct 4, 2013	**Penguin 2.1** ↗ The fifth confirmed release of Google's "Penguin" spam fighting algorithm went live, expected to impact about 1 percent of all searches	Google organic
34	Aug 20, 2013	**Hummingbird** ↗ Officially announced by Google a month later, Humminbird is an update of its core ranking algorithm	Google organic
35	Jul 27, 2013	**Multi-Week Update** ↗ A series of updates confirmed by Google representatives, spanning several weeks	Google organic
36	May 22, 2013	**Penguin 2.0** ↗ Matt Cutts, the head of Google's Web spam team, announced the new Penguin 2.0 update saying that 2.3% of English queries will be noticeably impacted by this update	Google organic
37	Mar 14, 2013	**Panda #25** ↗ Final update before incorporation of Panda into main algorithm	Google organic
38	Jan 22, 2013	**Panda #24** ↗ Official Panda update announce by Google	Google organic
39	Dec 21, 2012	**Panda #23** ↗ Official Panda update announce by Google	Google organic

Organic search traffic

Organic Search: Top keywords (353)

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Keyword	Pos	Volume	CPC	Traffic
shkarko lojra per telefon	1 (1)	390	0.05	13.57%
lojrat me te bukura	1 (1)	390	0.00	13.57%
lojrat me te bukura ne bote	1 (1)	320	0.01	11.12%
shkarko foto	1 (1)	320	0.00	11.12%
shkarko lojra	11 (0)	2,900	0.06	10.08%

Organic Search: Keyword Position Distribution
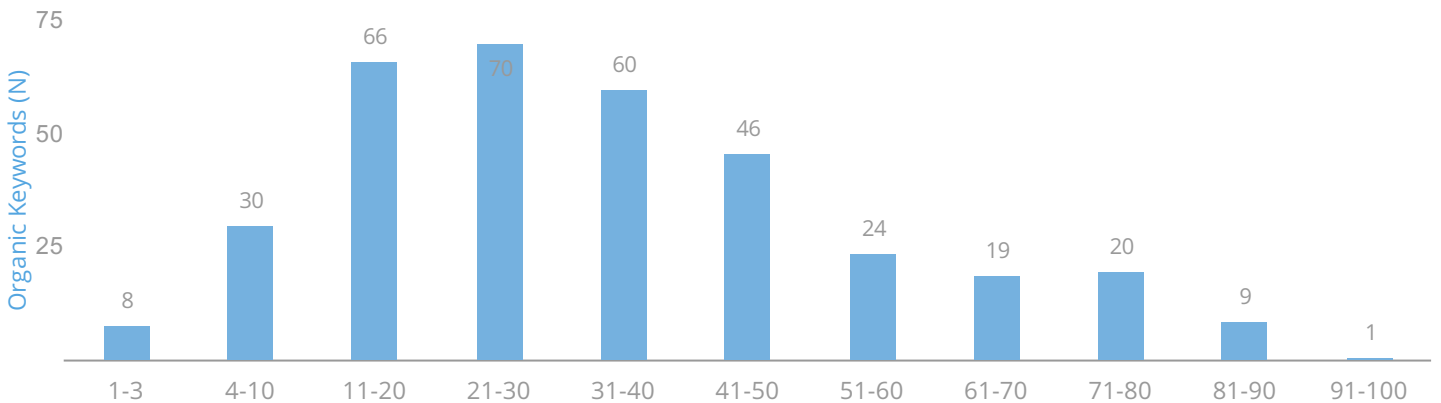
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Organic Search: Top Competitors (545)

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Competitor	Com. Keywords	SE Keywords	Com. Level
facebook.com	101	143.8k	0%
youtube.com	69	162.9k	0%
game-game.com	50	1.3k	0%
lojra247.al	50	492	0%
wondershare.com	36	3.9k	0%

Organic Search: Competitive Position Map

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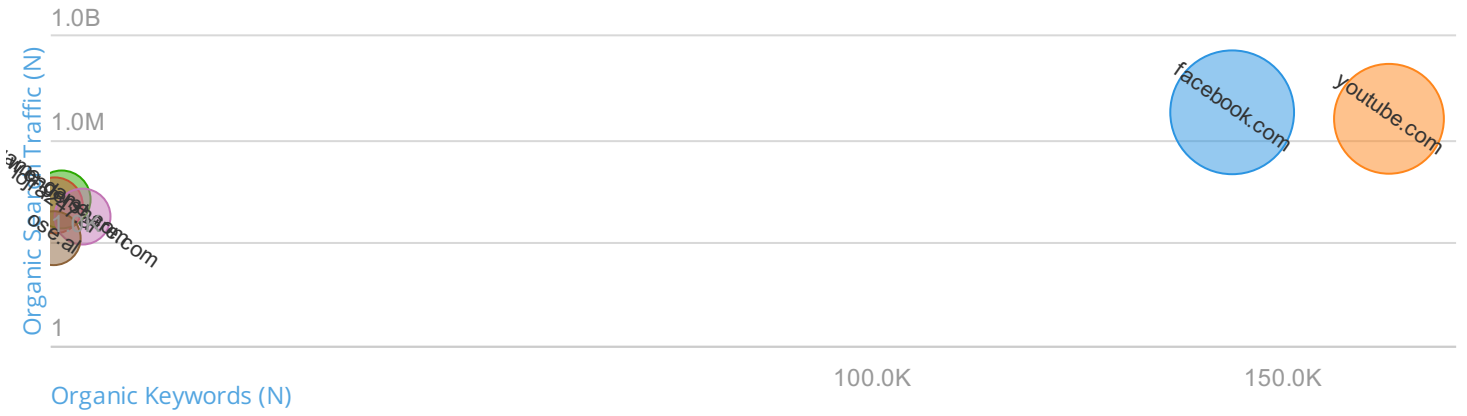
Organic Branded Search

AL | ose.al

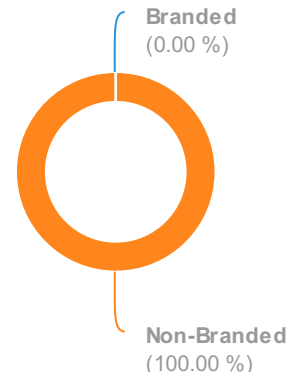**0** 0% TRAFFIC

Keywords   0

Branded vs Non-Branded

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0.00%   **100.00%**
Branded Traffic   Non-Branded Traffic

Branded
(0.00 %)

Non-Branded
(100.00 %)

Organic Search: Branded Traffic Trend

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NO DATA

Paid search traffic

Paid Search: Top Keywords (18)

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Keyword	Pos	Volume	CPC	Traffic	
celular	1 (1)	320	0.12	60.00%	
shes blej telefona	1 (1)	140	0.18	24.00%	
celulare ne shitje	2 (3)	390	0.19	12.00%	
smartphone ne shitje	3 (3)	140	0.21	4.00%	
celulare te perdorur	1 (2)	10	0.00	0.00%	

Paid Search: Ad Copy Position Distribution
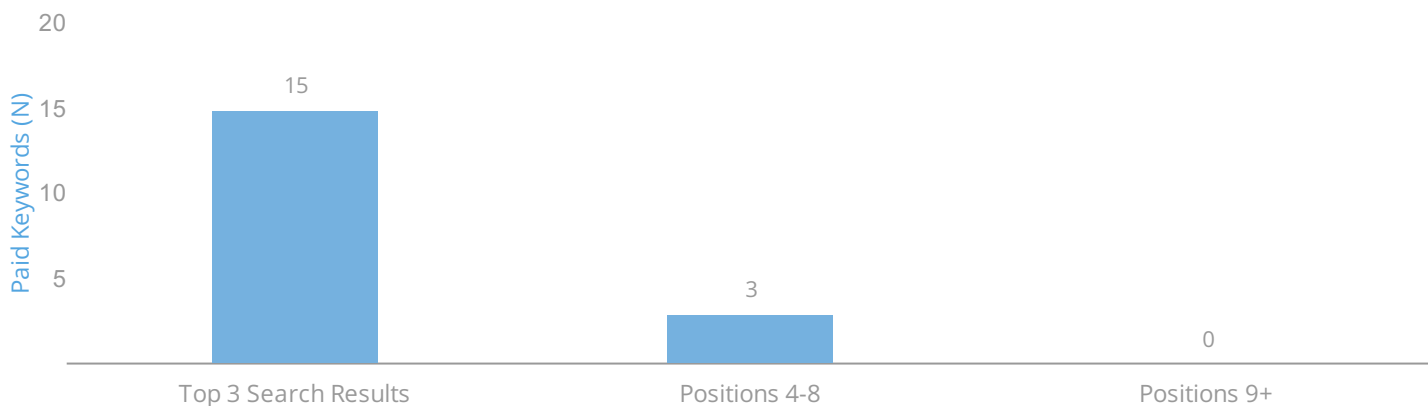
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Paid Search: Top Competitors (27)

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Competitor	Com. Keywords	Ads Keywords	Com. Level	
telekom.com.al	10	80	0%	
google.com	9	140	0%	
shoppingtv.al	7	173	0%	
publicitet.al	5	394	0%	
globe.com.al	4	102	0%	

Paid Search: Competitive Positioning Map

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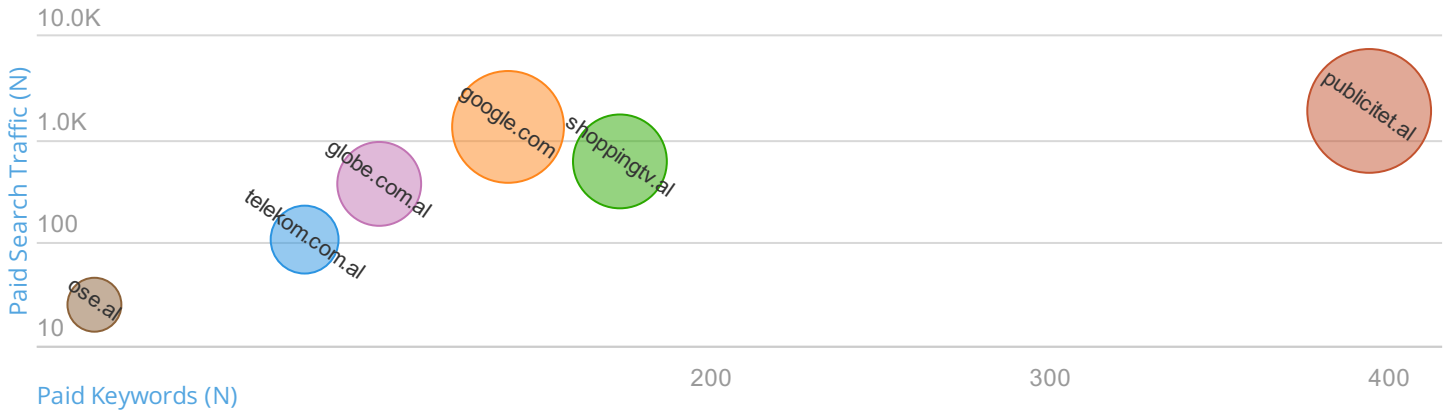
Sample Ads (18)

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Celular - Tablet - PC - Shtëpia e teknologjisë

`Ad` www.ose.al/

Informacionet më të sakta dhe më të fundit në internet mbi
botën e teknologjisë

Celular - Tablet - PC - Shtëpia e teknologjisë

`Ad` www.ose.al/

Informacionet më të sakta dhe më të fundit **në** internet mbi
botën e teknologjisë

Celular - Tablet - PC - Shtëpia e teknologjisë

`Ad` www.ose.al/

Informacionet më të sakta dhe më të fundit në internet mbi
botën e teknologjisë

Celular - Tablet - PC - Shtëpia e teknologjisë

`Ad` www.ose.al/

Informacionet më të sakta dhe më të fundit **në** internet mbi
botën e teknologjisë

Backlinks

Top backlinks
Root Domain: ose.al

Referring page Title / Referring page URL	Anchor text / Link URL	Type
Kryebashkiaku Veliaj "Përballë" Dervishit në RTSH – RTSH-Radio Telev https://www.rtsh.al/lajme/kryebashkiaku-veliaj-perballe-dervishit-n...	al https://ose.al/	-
Kryebashkiaku Veliaj "Përballë" Dervishit në RTSH – RTSH-Radio Telev https://www.rtsh.al/lajme/kryebashkiaku-veliaj-perballe-dervishit-n...	. http://ose.al/	-
Kryebashkiaku Veliaj "Përballë" Dervishit në RTSH – RTSH-Radio Telev https://www.rtsh.al/lajme/kryebashkiaku-veliaj-perballe-dervishit-n...	al http://ose.al/	-
Kryebashkiaku Veliaj "Përballë" Dervishit në RTSH – RTSH-Radio Telev https://www.rtsh.al/lajme/kryebashkiaku-veliaj-perballe-dervishit-n...	ose http://ose.al/	-
Mos Amazon Related Keywords & Suggestions - Mos Amazon Long Tai http://www.keywordbasket.com/bW9zIGFtYXpvbg/	Samsung DeX N&235 Ofert&235 Tek Amazon Mos E Humbisni https://ose.al/wp-content/uploads/2017/07/Samsung-Dex-detaje-ka...	-

Backlinks: Top Anchors
Root Domain: ose.al

Anchors	Percentage	Domains	Backlinks
ose.al	50%	7	16
samsung galaxy note 8 vs iphone plus kush eshte me i forti	13%	1	4
Empty anchor	6%	2	2
.	3%	1	1
al	3%	1	1

Backlinks: Follow vs Nofollow
Root Domain: ose.al

72%
Follow (23)

28%
Nofollow (9)

Backlinks: Types
Root Domain: ose.al

- Text 30 (93.8%)
- Image 2 (6.3%)
- Form 0
- Frame 0
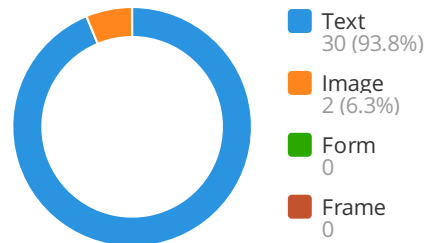
Backlinks: Top Referring Domains

Root Domain: ose.al

Root Domain	Backlinks	IP / Country
infoalbania.al	8	🇺🇸 104.28.29.113
keywordsdoctor.com	4	🇺🇸 104.28.20.152
rtsh.al	4	🇲🇩 249.212.85.43
businessmag.al	2	🇺🇸 104.24.102.234
likesite.xyz	2	🇹🇷 93.114.130.164

Backlinks: Top Indexed Pages

Root Domain: ose.al

Title and URL	Domains	Backlinks
http://ose.al/	4	7
Prezantimi i Galaxy S9! A është më i mirë se iPhone X? | Shtepia e teknologjise https://ose.al/lajmet-e-fundit/amerikanet-vendosin-galaxy-s9-ose-iphone-x/	2	6
Çmëndet Samsung 😱😱 A jenti gati për Galaxy S9 Plus Lite https://ose.al/lajmet-e-fundit/samsung-galaxy-s9-plus-lite-informacione/	1	4
http://ose.al/default.htm	1	1
Attention Required! | Cloudflare https://ose.al/app/shkarko-app-falas-ne-google-play-store-30-01/	1	1

Display advertising

Display Advertising: Recent Sites

ose.al
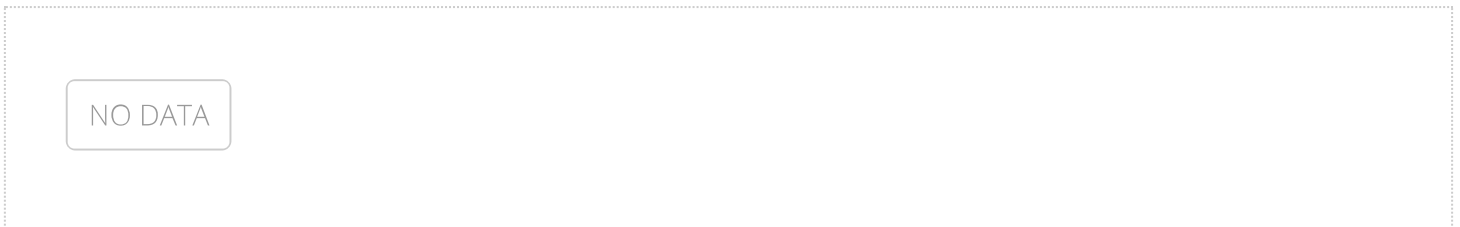
NO DATA

Display Advertising: Landing Pages

ose.al

NO DATA

Display Advertising: Sample Text Ads

ose.al

NO DATA

Display Advertising: Sample Media Ads

ose.al

NO DATA