

SEO Monthly Report - August 2025

Website: <https://topairgun.com/>

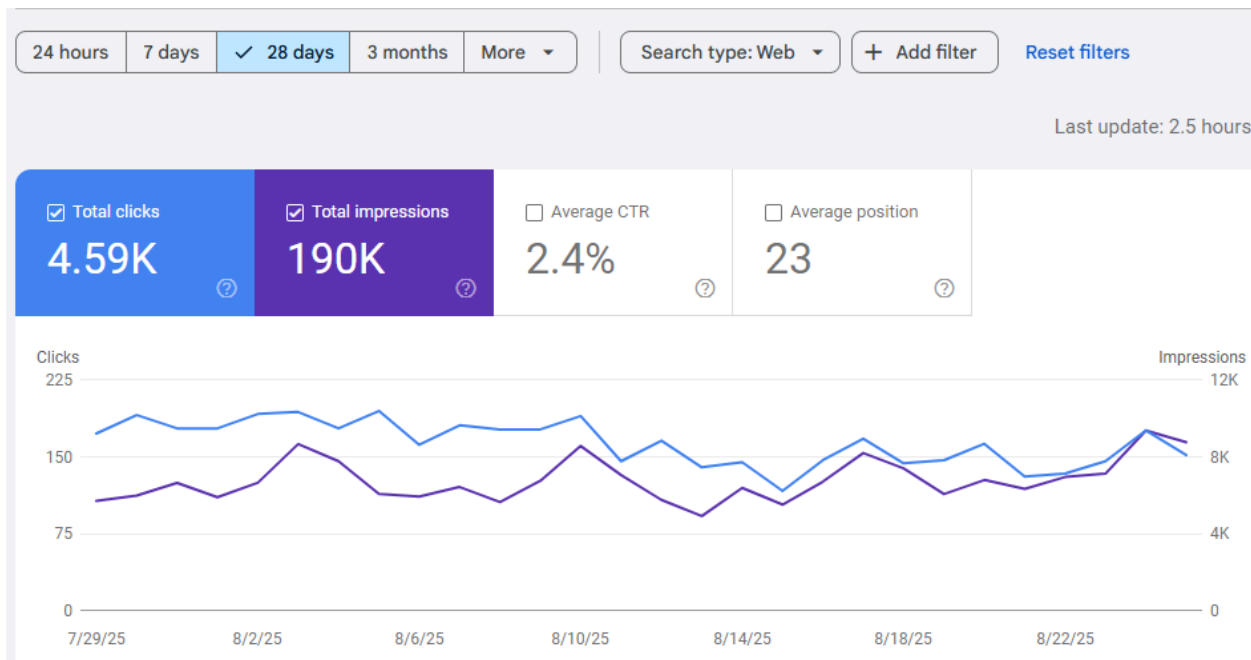
Prepared By: RankGpt

Executive Summary

This month, we have observed a significant increase in traffic and engagement metrics, reflecting the effectiveness of our SEO and content strategies. Despite your concerns, the data indicates a positive trend in organic search performance, with a **29% increase in traffic** and a **20.55% boost in ranking keywords** compared to the previous month.

Performance Overview

Google Search Console (Last 28 Days):



- Total Clicks: 4.59K
- Total Impressions: 190K
- Average CTR: 2.4%
- Average Position: 23

Top Queries:

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
<div></div>					
Top queries				<div>Clicks</div>	Impressions
9mm air rifle				39	286
power plenum 750				20	79
brocock pcg air rifle				18	302
top air guns				18	41
non lethal pistol				17	364

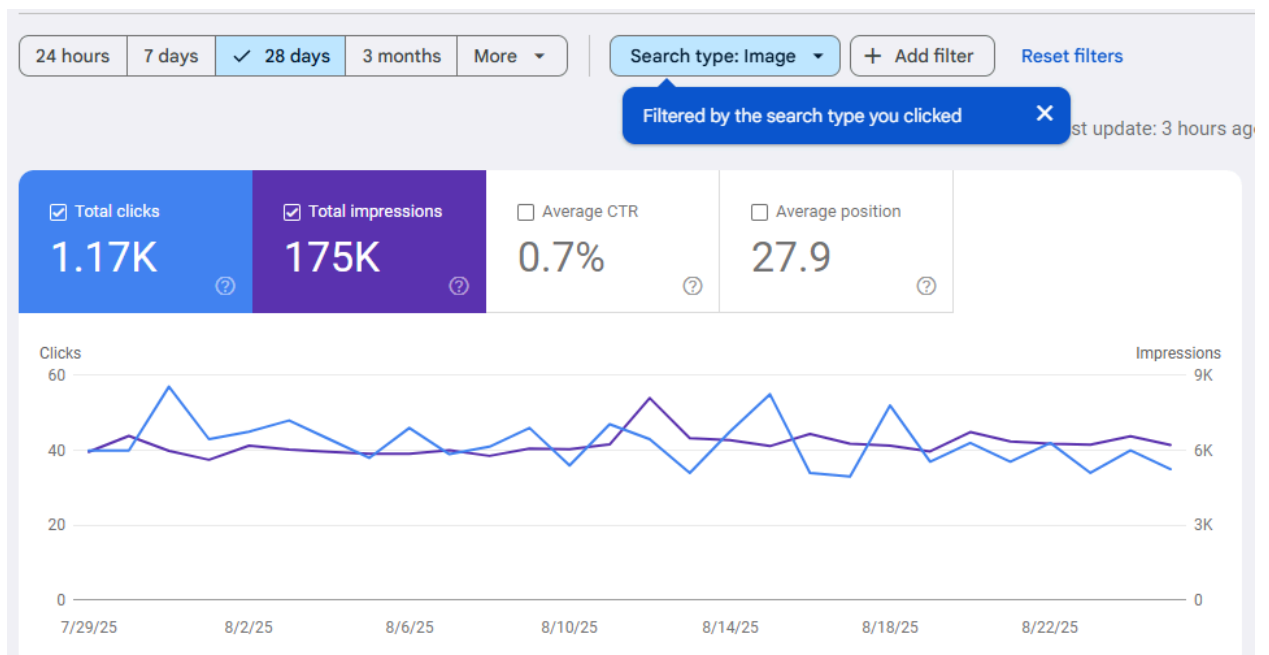
Trending Up Queries:

Top	Trending up	Trending down	Clicks
	brocock pcg air rifle		<div>↑ 800% +16</div>
	non lethal pistol		<div>↑ 240% +12</div>
	semi auto pellet gun		<div>↑ Previously 0 +11</div>
	top air guns		<div>↑ 157% +11</div>
	non lethal gun		<div>↑ Previously 0 +10</div>
	air venturi microstrike		<div>↑ Previously 0 +7</div>
	rws air rifles		<div>↑ Previously 0 +7</div>

22 cal pellet pistol	↑ 300% +6
cometa air rifles	↑ Previously 0 +6
topairgun.com	↑ Previously 0 +6
ar 15 pellet rifle	↑ 500% +5
online airgun store	↑ Previously 0 +5
pcp air pistol	↑ Previously 0 +5
semi automatic bb gun	↑ 500% +5
target air pistol	↑ 250% +5

Additional Traffic Sources

1.17K clicks from Image Search, highlighting the importance of visual content.



Google Analytics (Last 28 Days):



- Views: 54K (+15.8%)
- Active Users: 7.5K (+17%)

Session Default Channel Group:

Sessions▼ by
Session default ch... ▼



SESSION DEFAULT ...	SESSIONS	
Organic Search	6.8K	↑4.9%
Direct	3.9K	↑36.8%
Referral	736	↑188.6%
Unassigned	177	↓14.9%
Organic Social	36	↑227.3%
Cross-network	0	↓100.0%
Organic Video	0	↓100.0%

Last 28 days ▼ [View traffic acqu...](#) →

- Organic Search: 6.8K sessions (4.9%)
- Direct: 3.9K sessions (36.8%)
- Referral: 736 sessions (+188.6%)
- Unassigned: 177 sessions (+14.9%)
- Organic Social: 36 sessions (+227.3%)

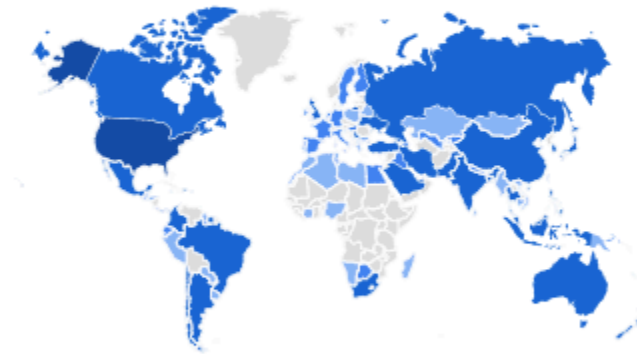
Notable referral traffic from Chat GPT, Claude.ai, and Perplexity, indicating effective off-page SEO efforts.

Traffic acquisition: Session source ✓ + Last 28 days Jul 30 - Aug 26, 2025 					
<input checked="" type="checkbox"/>	2	(direct)	3,855 (33.14%)	2,579 (32.09%)	66.9% 1m 58s
<input checked="" type="checkbox"/>	3	bing	948 (8.15%)	758 (9.43%)	79.96% 3m 34s
<input checked="" type="checkbox"/>	4	wake-up-network.com	446 (3.83%)	442 (5.5%)	99.1% 7m 56s
<input checked="" type="checkbox"/>	5	duckduckgo	409 (3.52%)	327 (4.07%)	79.95% 2m 41s
<input type="checkbox"/>	6	yahoo	401 (3.45%)	323 (4.02%)	80.55% 3m 04s
<input type="checkbox"/>	7	topairgun-com.webpkgcache.com	154 (1.32%)	118 (1.47%)	76.62% 2m 31s
	8	(not set) ⚠	137 (1.18%)	0 (0%)	0% 1m 31s
<input type="checkbox"/>	9	chatgpt.com	45 (0.39%)	20 (0.25%)	44.44% 33s
<input type="checkbox"/>	10	aweber.com	35 (0.3%)	25 (0.31%)	71.43% 7m 55s
<input type="checkbox"/>	11	kalibrgun-usa.com	18 (0.15%)	16 (0.2%)	88.89% 3m 38s
<input type="checkbox"/>	12	mail.google.com	18 (0.15%)	16 (0.2%)	88.89% 6m 15s
<input type="checkbox"/>	13	livejournal.com	17 (0.15%)	7 (0.09%)	41.18% 15s

<input type="checkbox"/>	39	claude.ai
<input type="checkbox"/>	40	cn.bing.com
<input type="checkbox"/>	41	copilot.microsoft.com
<input type="checkbox"/>	42	duckduckgogg42xjoc72x3sjasowoar fbgcmvfimaftt6twagswzczad.onion
<input type="checkbox"/>	43	echo.lightning.force.com
<input type="checkbox"/>	44	linuxmint.com
<input type="checkbox"/>	45	lm.facebook.com
<input type="checkbox"/>	46	pcpkong.com
<input type="checkbox"/>	47	perplexity
<input type="checkbox"/>	48	pinterest.com

Top Countries by Traffic

Active users▼ by Country ID▼

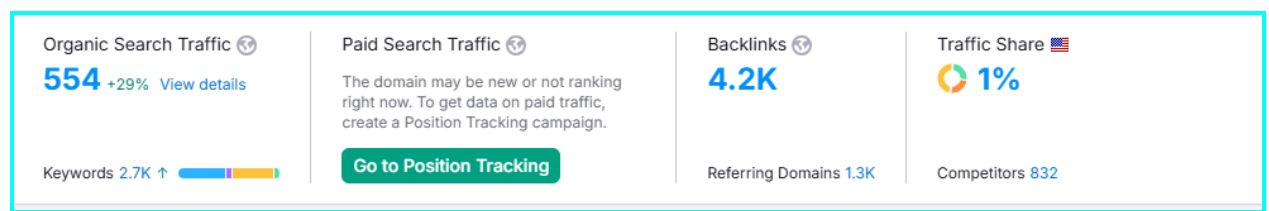


COUNTRY	ACTIVE USERS	
United States	6.5K	↑17.9%
Canada	181	↑19.1%
India	144	↑28.6%
Mexico	50	↑22.0%
Australia	33	0.0%
Pakistan	33	↑94.1%
Philippines	28	↑7.7%

Last 28 days ▼

[View countries →](#)

Semrush Insights:



- **Organic Search Traffic:** 554 (+29% vs. last month)
- **Ranking Keywords:** 2.7K (+20.55% increase)
- **Backlinks:** 4.2K
- **Referring Domains:** 1.3K
- **Competitors:** 832
- **Traffic Share:** 1%

Content and Optimization Efforts

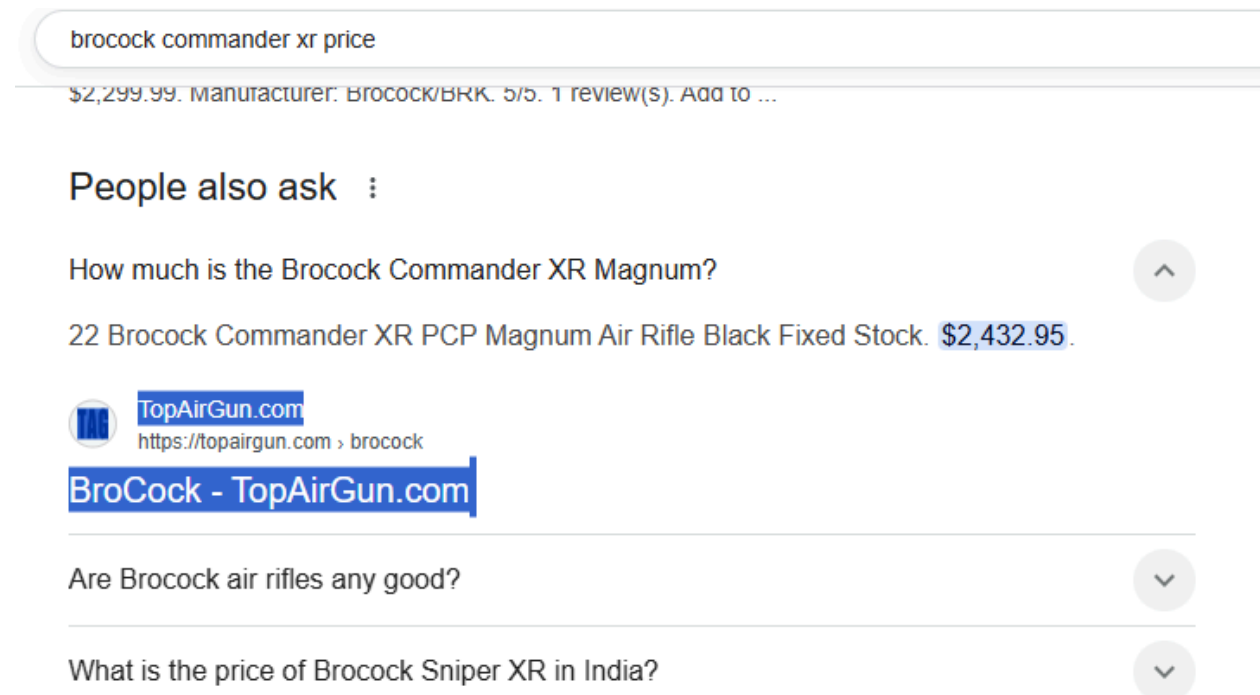
We have been diligently working on optimizing the site for SEO, AEO (Answer Engine Optimization), and GEO (Geographical Optimization) to ensure high-quality, relevant content. Our strategies include:

- **Keyword Optimization:** Targeting niche queries like "brocock pcp air rifle" and "non lethal pistol," which have shown significant growth.
- **AEO Focus:** Crafting content to answer user queries directly, as evidenced by the trending queries and increased impressions.
- **GEO Targeting:** Tailoring content to regional search behaviors, contributing to the rise in active users.

Ranking in "People Also Ask" Section

We are pleased to report that [topairgun](#) is now ranking in the "**People Also Ask**" section on search engine results pages, a testament to our effective AEO (Answer Engine Optimization) efforts. The attached screenshots highlight this achievement, showcasing queries related to our niche that are driving visibility. This ranking enhances user engagement by providing direct answers to common questions, further solidifying our site's authority and relevance in the airgun market.

Here are some Screenshoots



The screenshot displays a search engine results page for the query "brocock commander xr price". At the top, a search bar contains the text "brocock commander xr price". Below the search bar, a product listing is visible, showing a price of "\$2,299.99", the manufacturer "Brocock/BRK", a rating of "5/5", and "1 review(s)". Below the product listing, the "People also ask" section is displayed, featuring three questions with expandable answers. The first question is "How much is the Brocock Commander XR Magnum?", which has been expanded to show the answer: "22 Brocock Commander XR PCP Magnum Air Rifle Black Fixed Stock. \$2,432.95." The second question is "Are Brocock air rifles any good?", and the third is "What is the price of Brocock Sniper XR in India?". The TopAirGun.com logo and URL are visible in the background of the first answer.

brocock commander xr price

\$2,299.99. Manufacturer: Brocock/BRK. 5/5. 1 review(s). Add to ...

People also ask :

How much is the Brocock Commander XR Magnum?

22 Brocock Commander XR PCP Magnum Air Rifle Black Fixed Stock. \$2,432.95.

TopAirGun.com
https://topairgun.com > brocock

BroCock - TopAirGun.com

Are Brocock air rifles any good?

What is the price of Brocock Sniper XR in India?

How much is the Crosman 2240XL?



22 Crosman 2240XL CO2 Pellet Pistol. **\$165.95** Original price was: \$165.95. \$142.95
Current price is: \$142.95.



Top AirGun

<https://topairgun.com> > [crosman-air-pistols](#)

Crosman Air Pistols - Top AirGun

What is the effective range of Crosman 2240?



What is the difference between Crosman 2250 and 2250XL?



People also ask :

What is the price of a Kral Puncher air rifle?



177 Kral Arms Puncher Breaker Silent PCP Pellet Rifle
Synthetic. **\$436.95** Original price was: \$436.95. \$383.95
Current price is: \$383.95.



TopAirGun.com

<https://topairgun.com> > [discount-kral-pre-charged-pneu...](#)

Kral Arms PCP Air Rifles - TopAirGun.com

Are Kral guns any good?



Where are Kral Arms made?



People also ask :

How much is the Brocock Commander air rifle?

22 Brocock Commander XR PCP Magnum Air Rifle Black Fixed Stock. **\$2,432.95**.



TopAirGun.com
<https://topairgun.com/brocock>

BroCock - TopAirGun.com

Are Brocock air rifles any good?

Which is the most accurate air rifle?

People also ask :

How much is the Delta Wolf at Daystate?

30 Delta Wolf 600 PCP Air Rifle Black. **\$3,317.95**.



TopAirGun.com
<https://topairgun.com/daystate-delta-wolf-pre-charged-...>

DayState Delta Wolf PCP Air Rifles - Top AirGun

Off-Page SEO

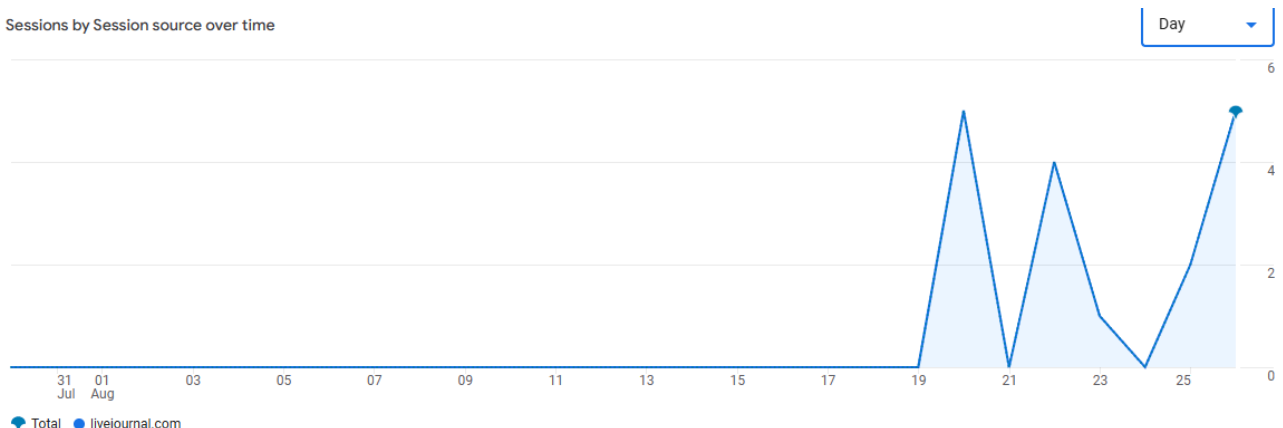
Building backlinks (4.2K) and referral traffic, with a **188.6% increase** in referral sessions.

A	B	C	D	E	F	G
Sr No	Website URL	DA	PA	SS	Live URL	Target Keyw
1	https://www.livejournal.com/	93	99	1	https://teamtopairgun.livejournal.com/499.html	top air gun
2	https://livepositively.com/	61	56	1	https://livepositively.com/beginneraos-guide-to-pcp-air-rifles/	top air gun
3	https://www.blogger.com/	100	100	1	https://teamtopairgun.blogspot.com/2025/08/pcp-air-rifles-beginners-guide.html	top air gun
4	https://micro.blog/	65	62	1	https://teamtopairgun.micro.blog/uploads/2025/top-air-gun.pdf	top air gun
5	https://www.strikingly.com/	88	73	1	https://teamtopairgun.mystrikingly.com/blog/a-beginner-s-guide-to-pcp-air-rifles	top air gun
6	https://rebrandly.com/	87	63	1	https://rebrand.ly/m85f246	
7	https://ka-blogs.com/	72	50	10	https://teamtopairgun.ka-blogs.com/90064461/understanding-pcp-air-rifles-a-com	Air rifles, Top air gun
8	https://blogofoto.com/?	74	55	8	https://teamtopairgun.blogofoto.com/68093979/the-complete-beginner-s-guide-to-	Air rifles, Top air gun
9	https://aioblogs.com/	65	54	10	https://teamtopairgun.aioblogs.com/89670152/the-complete-beginner-s-guide-to-p	Air rifles, Top air gun
10	https://medium.com/	95	85	1	https://medium.com/@teamtopairgun/the-ultimate-beginners-guide-to-pcp-air-rifles	Air rifles, Top air gun
11	https://designertoblog.com/	74	55	8	https://teamtopairgun.designertoblog.com/68123638/the-complete-beginner-s-gui	Air rifles, Top air gun
12	https://blogcudinti.com/	73	53	9	https://topairgun.blogcudinti.com/37100292/understanding-pcp-air-rifles-a-compre	Air rifles, Air Pistols
13	https://www.notion.so/	84	72	1	https://bevel-armadillo-33f.notion.site/An-In-depth-Guide-to-PCP-Air-Rifles-for-Bec	Top Air Gun, Air Pistols
14	https://friends-social.com/	22	30	1	https://friends-social.com/blogs/62191/A-Beginner-s-Guide-to-PCP-Air-Rifles	Top Air Gun, Air Pistols
15	https://www.sociomix.com/	42	46	1	https://www.sociomix.com/c/lifestyle/a-beginner-s-guide-to-pre-charged-pneumat	self-defense, top air gu
16	https://fitnell.com/	75	57		https://teamtopairgun.fitnell.com/77754709/177-vs-22-air-rifles-which-caliber-is-rig	air pistols, top air gun
17	https://blogdon.net/	76	57	7	https://topairgun.blogdon.net/understanding-pcp-air-rifles-a-complete-guide-for-ne	air rifel, top air gun
18	https://blogvivi.com/	59	53	10	https://topairgun.blogvivi.com/37664437/choosing-between-177-and-22-air-rifles-a	air rifel, top air gun, air
19	https://www.site123.com/	59	57	1	https://68a84aafc853b.site123.me/blog/choosing-between-177-and-22-air-rifles-a	air rifle, self defense

The recent backlink creation on [livejournal.com](https://www.livejournal.com/) has proven to be a successful addition to our off-page SEO strategy. This effort has started generating referral traffic in Google Analytics, indicating that our approach to building quality backlinks is effective in driving more visitors to <https://topairgun.com/>. This positive trend highlights the growing impact of our backlink strategy in enhancing site visibility and engagement, and we will continue to explore similar opportunities to further boost referral traffic.

B	C	D	E	F
Website URL	DA	PA	SS	Live URL
https://www.livejournal.com/	93	99	1	https://teamtopairgun.livejournal.com/499.html

Sessions by Session source over time



<div> <div></div> <div>Session source ▾</div> <div>+</div> </div>		↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events ▾
<div> <div>✓</div> <div>Total</div> </div>		17 100% of total	7 100% of total	41.18% Avg 0%	15s Avg 0%	8.53 Avg 0%	145 100% of total
<div> <div>✓</div> <div>1</div> </div>	livejournal.com	17 (100%)	7 (100%)	41.18%	15s	8.53	145 (100%)

Conclusion

Our hardworking team has driven a 29% traffic increase and a 20.55% boost in ranking keywords. We are committed to addressing your concerns and delivering optimized, high-quality content to enhance your site's performance and rankings. Thank you for your patience and support.