YOUR LIVE DASHBOARD

LinkPanda *Insights*.

The analytics software we built to run our clients' SEO and link building. **Log in at any time** to see your traffic, searches, leads and every link we place, updated daily, between your monthly reports.

Portfolios | Page Performance | Search Queries | Prompt Tracking | AI SEO | Leads by Source | LinkCard | Anchor Mix | DR Profile

Prepared by LinkPanda
linkpanda.com

VERSION 1 · 2026
INSIGHTS.LINKPANDA.COM

01 · OVERVIEW

What Is LinkPanda Insights?

LinkPanda Insights is our own analytics software. It connects to your Google Search Console and Google Analytics, reads every link we place from the LinkPanda App, and turns it all into one dashboard you can open at any time.

Your monthly report tells you what changed and what we will do next. Insights lets you check the numbers yourself in between, down to a single page or search.

Updated Daily

Clicks, impressions, organic sessions and leads refresh every day from your own Google accounts.

Every Link, Live

Each placement shows up as soon as it goes live, with the website, its domain rating and the anchor.

Down to One Page

Open any page to see its daily performance and the searches behind it.

SEO and AI Search

See your citations in AI answers and the prompts we track next to your Google results.

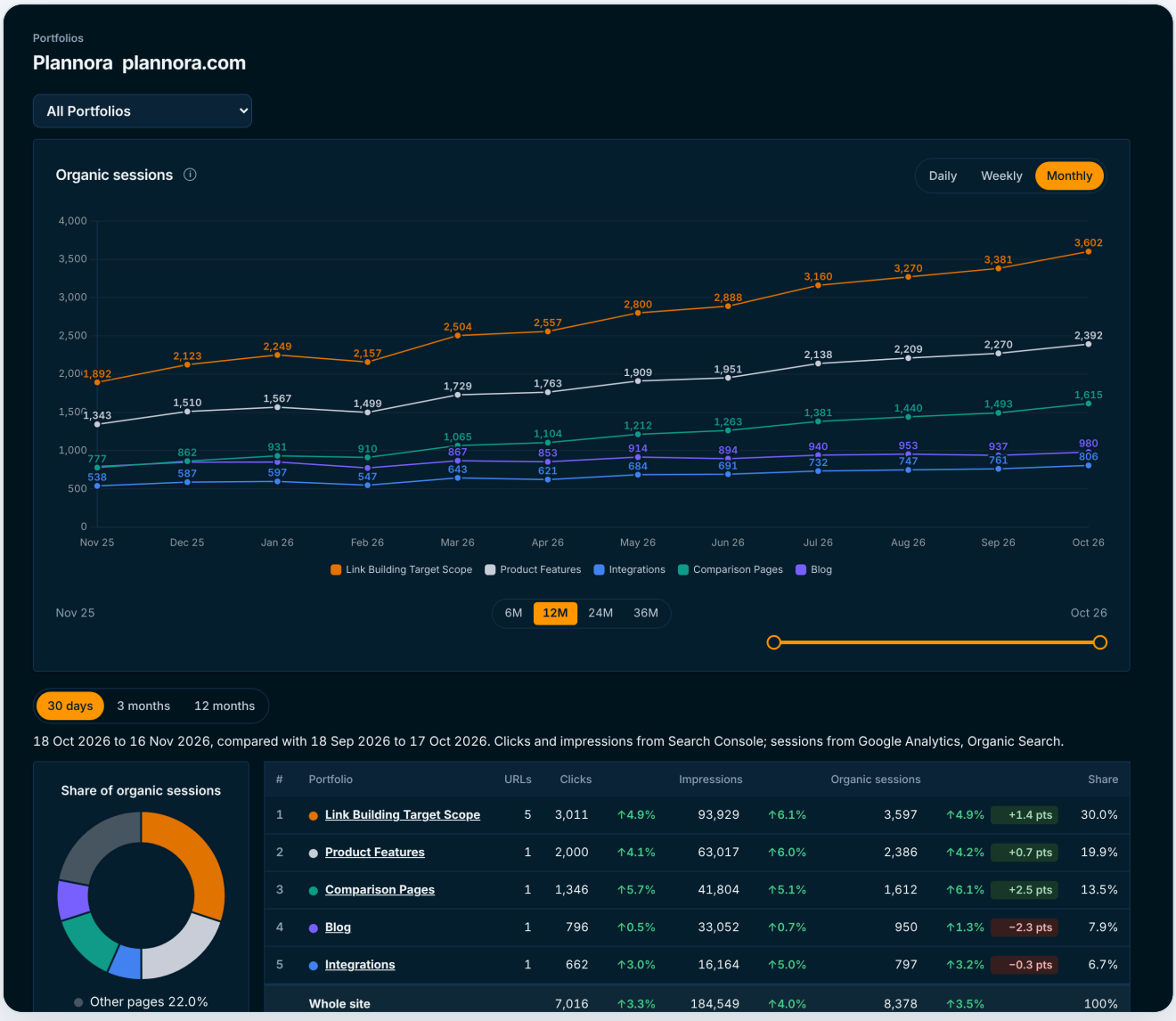
How You Get Access

Your login is at insights.linkpanda.com. We connect your Google Search Console and Google Analytics during setup, so there is nothing to install.

02 · PORTFOLIOS

See Which Parts of Your Site Grow

Group your pages into portfolios, such as product pages, comparison pages or the blog, and track each one on its own. Every portfolio is compared with the whole site, so you see which areas grow faster and which fall behind.



Organic Sessions by Portfolio

One chart with every portfolio, by day, week or month.

Share of Traffic

How much of your organic traffic each portfolio brings.

Compared With the Whole Site

Points ahead or behind your overall growth.

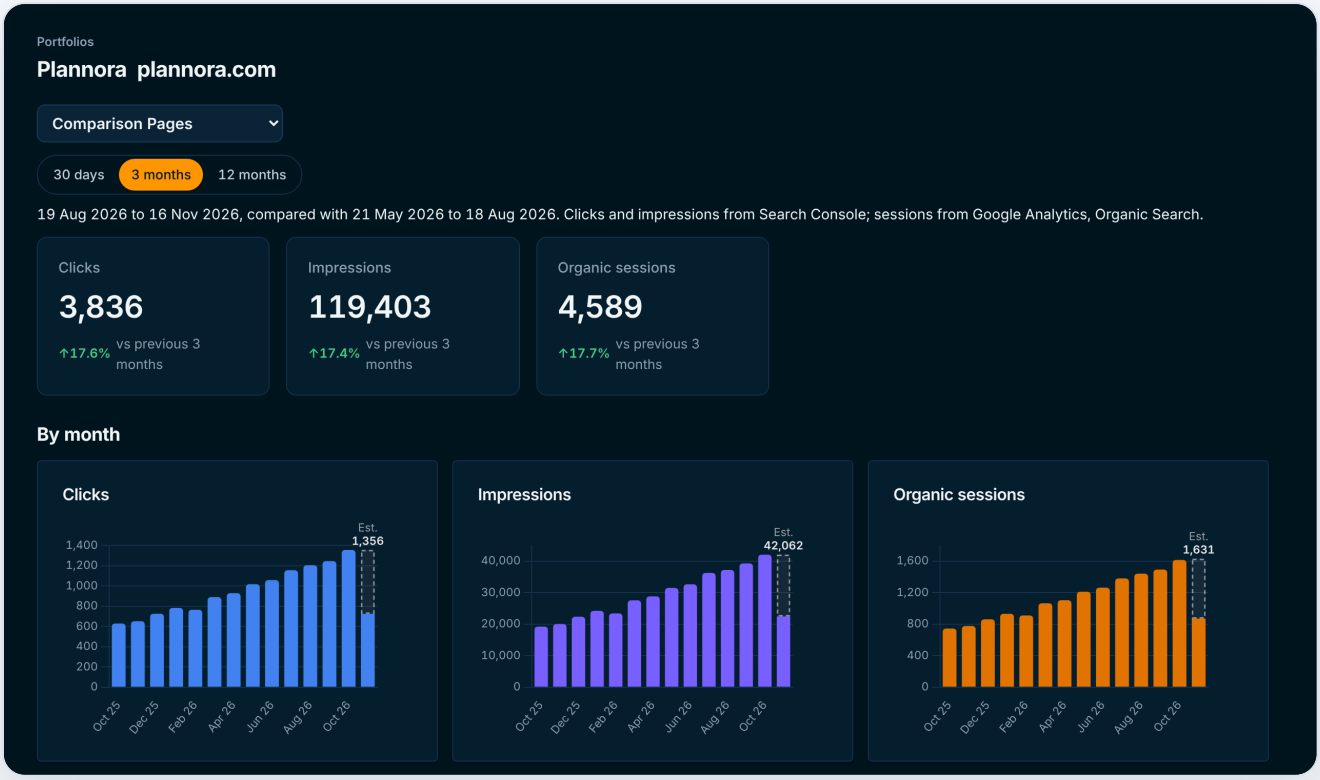
Link Building Target Scope

The pages we build links to, tracked as their own portfolio.

03 · MONTHLY TRENDS

Monthly Results for Every Portfolio

Open a portfolio to see its clicks, impressions and organic sessions month by month, plus an estimate for the current month based on its daily average.



Three Periods

Compare the last 30 days, 3 months or 12 months.

Month End Estimate

See where the current month is heading before it ends.

Pages in the Portfolio

Every page with its own clicks and change.

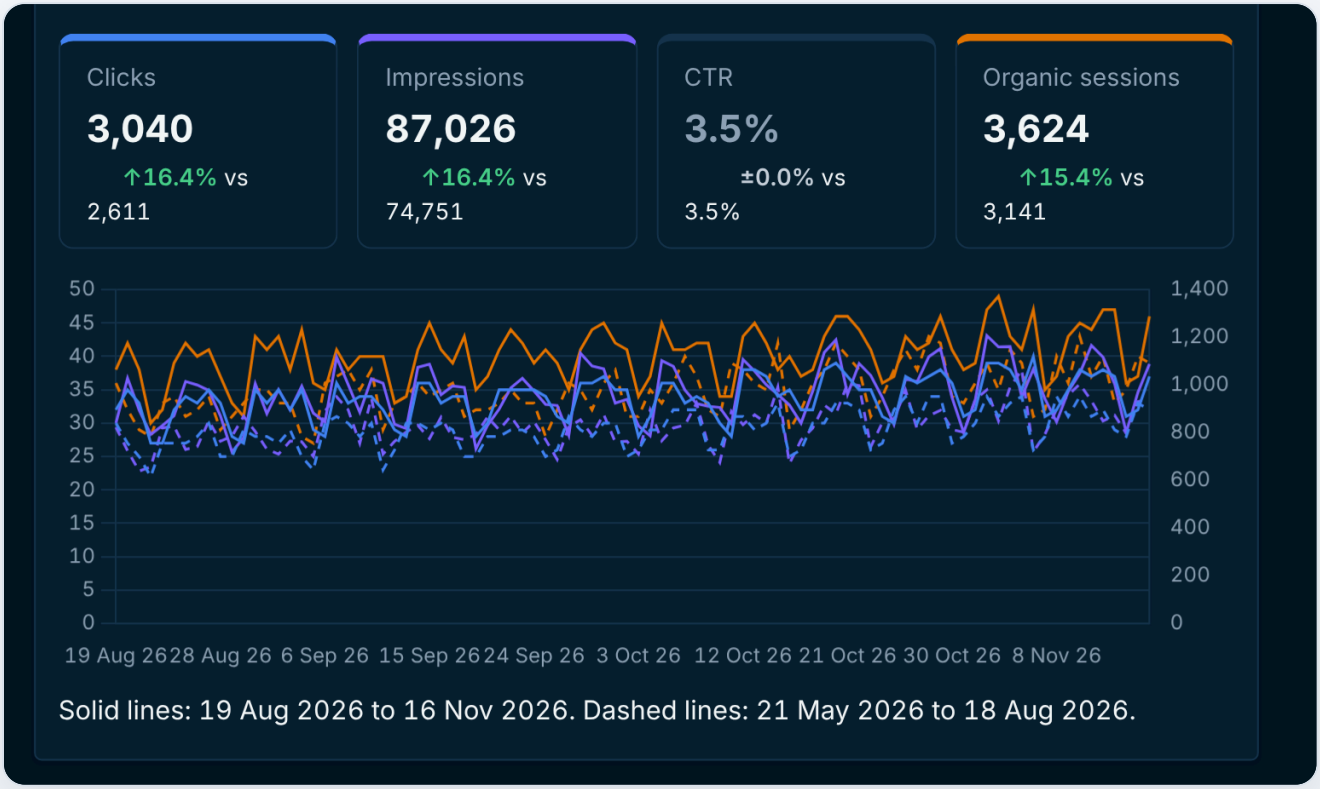
Your Own Rules

Add pages by address, by section or by prefix.

04 · PAGE PERFORMANCE

Every Page in Detail

Click any page to see its daily clicks, impressions, click-through rate and organic sessions. Switch on compare mode to see the previous period or the same period last year as dashed lines.



- **Any Date Range**
  From the last 7 days to the last 16 months, or your own dates.
- **Compare Mode**
  Previous period or the same period last year.
- **Daily Chart**
  Turn each metric on or off with one click.
- **Dates Table**
  Day by day numbers next to the chart.

05 · SEARCH QUERIES

The Searches Behind Every Page

See which searches bring people to each page and to each portfolio, with clicks, impressions, click-through rate and position. Filter by queries with or without clicks to find the ones that bring impressions but no visits yet.

Query	Clicks		Impressions		Position
gantt chart software	902	↑16.2%	26,463	↑20.3%	6.4
online gantt chart	661	↑14.6%	19,126	↑16.1%	5.3
gantt chart tool	485	↑16.3%	14,025	↑15.5%	7.6
free gantt chart maker	297	↑13.8%	8,606	↑15.5%	10.0
gantt chart for teams	179	↑14.0%	5,225	↑15.0%	4.4
project timeline software	113	↑18.9%	3,430	↑13.9%	8.8
gantt chart app	90	±0.0%	2,675	↑19.2%	7.2
gantt chart with dependencies	88	↑22.2%	1,738	↑16.2%	9.5
gantt chart for small teams	0		1,721	↑6.3%	21.2

With or Without Clicks
Find the searches that show your page but get no clicks.

Position per Search
Where you rank for each query, and how it moved.

Search Any Query
Find a single search in seconds.

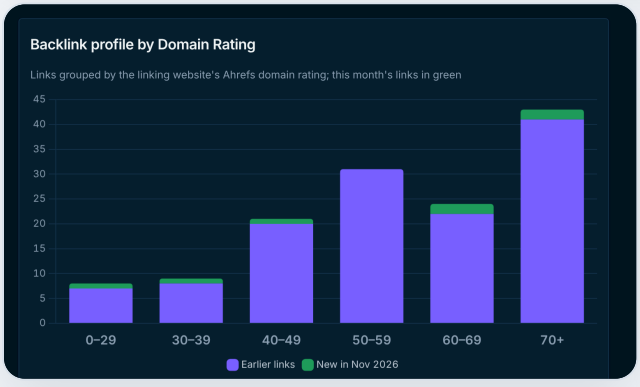
Hidden Queries
Clicks Google keeps private are shown as their own row.

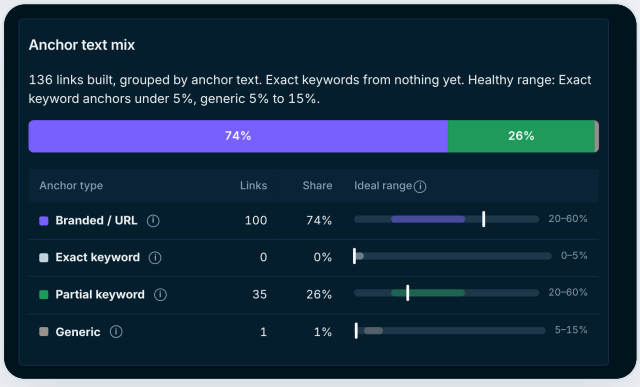
06 · LINK BUILDING

Every Link We Place, Live

The Off-Page section shows every link we place for you as soon as it goes live, and how your authority grows as a result.

Month	Referring domain	DR	Type	Delivery / ETA	Anchor
2026/11	geekzilla.io	72	Listicle	2026/11/16	Link Panda
2026/11	viewri.com	68	Link Insertion	2026/11/10	effective SE
2026/11	https://aamax.co/	64	Link Insertion	2026/11/09	ethical link-
2026/11	medium.com	94	Link Insertion	2026/11/05	LinkPanda
2026/11	listedin.co.uk	30	Citation	2026/11/05	LinkPanda
2026/11	clickraven.com	46	Link Insertion	2026/11/04	SaaS listicle
2026/11	businessnetwork.co.uk	26	Citation	2026/11/04	LinkPanda





- **LinkCard**
  Every link with the website, domain rating, type, delivery date and anchor.
- **Anchor Mix**
  Branded, partial, exact and generic anchors against healthy ranges.
- **DR Profile**
  Your links grouped by the domain rating of the linking website.
- **Linked Pages**
  Which pages on your site received links, and when.

07 · ALSO IN INSIGHTS

More Ways to See What Works

Insights goes further than traffic charts. These screens help us, and you, decide what to do next.

- **Why Clicks Changed**
  The pages and searches behind every rise or drop in clicks.
- **Click-Through Gaps**
  Pages that rank well but get fewer clicks than they should.
- **Competing Pages**
  Pages on your site that compete for the same search.
- **AI SEO**
  Your citations in AI answers, plus traffic and leads from AI tools.
- **Leads by Source**
  Leads from SEO, paid and other channels, with cost per lead.
- **Competitors**
  How you compare with competitors in Google and AI search.
- **Authority and Links**
  Your domain rating and referring domains over time.
- **Near the Top Three**
  Keywords ranking just below the top three, ready to move up.
- **Declining Pages**
  Pages that are losing traffic, flagged early.
- **Traffic Intent**
  How much of your traffic comes from buyers and how much from researchers.
- **Prompt Tracking**
  The AI prompts we track for you, and whether AI assistants mention your brand.
- **Conversion Funnel**
  From organic visit to form page to enquiry.
- **Share of Voice**
  Your share of search visibility compared with your competitors.
- **Ref Domains**
  Referring domains by month, with the net change each month.

NEXT STEP

See Your Own Data in LinkPanda Insights

Tell us about your website and goals. We will show you what Insights looks like with your data and how our SEO and link building would move it.

Share Your SEO Requirements →

linkpanda.com/contact · info@linkpanda.com

Screenshots of SEO screens show example data for a fictional company. Link building screens show LinkPanda's own links.