



# Organic Research: Positions (Desktop)

hoshome.com

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**889** KEYWORDS

The number of keywords bringing users to the website via Google's top 100 organic search results

**16.5K** TRAFFIC

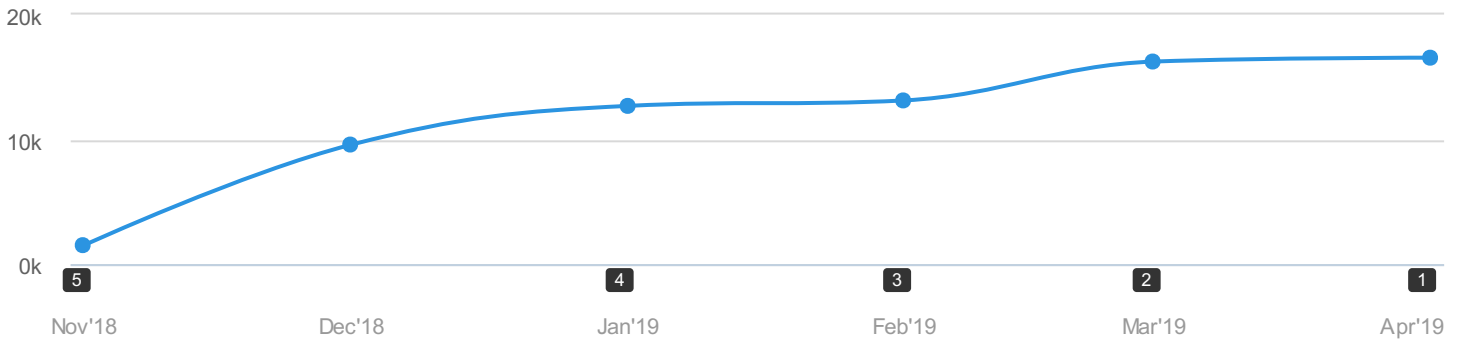
The number of users expected to visit the website in the following month on condition that average monthly organic traffic stays relatively the same

**£2.4K** TRAFFIC COST

Estimated price of organic keywords in Google AdWords

## Organic Search: Traffic chart

hoshome.com | UK | 1 Year



#	Date	Note	Category
1	Apr 7, 2019	<b>Google De-indexing Issue Leads to Shifts in Rankings</b> <a href="#">↗</a> Google has confirmed that a glitch in their algorithm caused some pages to be de-indexed and removed from search results.	Google organic
2	Mar 12, 2019	<b>Florida 2 Core Algo Update</b> <a href="#">↗</a> Danny Sullivan of Google has confirmed that a broad core algorithm update was released earlier this week. The update was dubbed Florida 2 at the WebmasterWorld forum. As it is a broad update, there are no specific changes to look out for. Updates like this focus on the overall quality of search and how well the results match the user's intent.	Google organic
	Mar 1, 2019	<b>Unconfirmed Google Update around March 1</b> <a href="#">↗</a> The SEMrush Sensor has been detecting an increase in SERP fluctuations since the beginning of March. A lot of webmasters have also noticed shifts in rankings and have reported a significant Google Update. While some of them claimed that the changes made on March 1 were later reversed on March 2, the SEMrush Sensor's measurements do not confirm that.	Unconfirmed
3	Feb 22, 2019	<b>Volatility Spikes Continue Through February</b> <a href="#">↗</a> February turned out to be a very interesting month in terms of SERP changes. Statistics from SEMrush Sensor point to a series of small Google algorithm updates, with peaks on February 7, 12 and 22. Although none of these updates were commented upon by Google officials, webmasters agree that updates did occur.	Unconfirmed
	Feb 7, 2019	<b>Yet Another Google Update</b> <a href="#">↗</a> It seems that another unconfirmed Google update happened on February 7. It was reported by SEMrush Sensor and webmasters.	Unconfirmed

#	Date ▼	Note	Category
4	Jan 7, 2019	<b>First Google Update of the Year</b> <a href="#">↗</a> The New Year begins with what seems to be a monthly Google Update. Webmasters and the SEMrush Sensor have reported that a substantial update started around January 7.	Unconfirmed
5	Nov 16, 2018	<b>Signs of a regular Google Update</b> <a href="#">↗</a> A higher than normal search volatility in the middle of November points to a typical unannounced Google algorithm update. Healthcare and finance are among the most impacted industries	Unconfirmed
	Nov 1, 2018	<b>Halloween Ranking Update</b> <a href="#">↗</a> Were you spooked by Google's activity on Halloween? Many webmasters have reported scary shifts in search results, and the SEMrush Sensor has also detected something sinister.	Unconfirmed
6	Oct 9, 2018	<b>A Streak of Weekly Google Updates</b> <a href="#">↗</a> This autumn seems to be a turbulent season, with reports of ranking shifts coming almost every week. The latest update happened on October 9. As usual, Google representatives haven't confirmed it.	Unconfirmed
7	Sep 27, 2018	<b>Google Birthday Update</b> <a href="#">↗</a> 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
	Sep 11, 2018	<b>Google Update on September 11th</b> <a href="#">↗</a> Following a series of smaller seismic shocks in late August and early September, SEMrush Sensor registered a huge impact on the 11th. High volatility combined with webmaster reports indicate another "silent" Google update. These updates usually happen without any official comment.	Unconfirmed
8	Aug 1, 2018	<b>Google Search Quality Update</b> <a href="#">↗</a> 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
9	Jul 22, 2018	<b>Monthly Google Algo Update in July</b> <a href="#">↗</a> The pattern of seeing approximately one ranking volatility spike per month continues. Around July 22, search results noticeably shifted, indicating that a regular Google Update is underway.	Unconfirmed
10	Jun 16, 2018	<b>Mid-June Google Update Signs</b> <a href="#">↗</a> In the middle of June, we saw all the usual signs of a silent Google algo update. The SEMrush Sensor showed a spike in volatility, and webmasters across the world reported shifts in traffic and positions. The pattern of at least one such update per month seems to be holding.	Unconfirmed
11	May 24, 2018	<b>A Google Update in May</b> <a href="#">↗</a> After two weeks of relative calm, the SEMrush Sensor has detected a sudden volatility spike suggesting that Google rolled out another update. This seems to be confirmed by webmasters reporting huge shifts in rankings and traffic.	Unconfirmed
12	Apr 17, 2018	<b>Core Algo Update in April</b> <a href="#">↗</a> 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

## Organic Search: Positions 1 - 100 (889)

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Keyword	Pos	Volume	KD	CPC (GBP)	URL	Traffic % ▼	Costs %	Com.	Result	Trend	Last Update
house of sparkles	1 (1)	14,800	65.45	0.14	<a href="#">↗</a>	71.56	66.99	0.06	80		2 days ago
hos	1 (1)	3,600	63.01	0.00	<a href="#">↗</a>	17.40	0.00	0.00	525,000,000		2 days ago
mirrored coffee table	11 (11)	5,400	77.73	0.47	<a href="#">↗</a>	1.52	4.93	1.00	559,000,000		2 days ago
houseofsparkles	1 (1)	170	67.34	0.09	<a href="#">↗</a>	0.82	0.50	0.13	58		04 Apr 2019
house of sparkles beds	1 (1)	140	56.01	0.65	<a href="#">↗</a>	0.67	2.98	1.00	10,600,000		04 Apr 2019
crushed velvet dining chairs	11 (11)	2,400	78.71	0.68	<a href="#">↗</a>	0.67	3.14	1.00	2,920,000		5 days ago
diamond crush	2 (2)	590	67.50	0.34	<a href="#">↗</a>	0.45	1.06	0.99	66,300,000		04 Apr 2019
house of sparkle furniture	1 (1)	90	53.73	0.37	<a href="#">↗</a>	0.43	1.06	0.98	39,700,000		02 Apr 2019
sparkly beds	1 (1)	140	63.75	0.53	<a href="#">↗</a>	0.39	1.41	1.00	91		04 Apr 2019
crushed diamond mirror	1 (1)	140	46.37	0.21	<a href="#">↗</a>	0.39	0.56	1.00	95		02 Apr 2019
mirrored sideboard	12 (12)	4,400	72.39	0.48	<a href="#">↗</a>	0.34	1.13	1.00	115,000,000		2 days ago
hollywood mirror	18 (18)	18,100	67.06	0.35	<a href="#">↗</a>	0.32	0.75	1.00	200,000,000		2 days ago
mirrored dining table	7 (7)	1,000	67.64	0.50	<a href="#">↗</a>	0.24	0.81	1.00	35,300,000		5 days ago
sparkle furniture	5 (5)	590	54.68	0.37	<a href="#">↗</a>	0.17	0.44	1.00	74,800,000		04 Apr 2019
mirrored bed	10 (10)	880	74.22	0.59	<a href="#">↗</a>	0.15	0.62	1.00	46,900,000		5 days ago
glitter furniture	9 (9)	880	51.19	0.21	<a href="#">↗</a>	0.15	0.22	1.00	198,000,000		5 days ago
mirrored chest of drawers	18 (18)	8,100	82.80	0.61	<a href="#">↗</a>	0.14	0.59	1.00	14,400,000		2 days ago

Keyword	Pos	Volume	KD	CPC (GBP)	URL	Traffic % ▼	Costs %	Com.	Result	Trend	Last Update
mirrored media unit	2 (2)	170	55.85	0.52	<a href="#">↗</a>	0.13	0.47	1.00	17,200,000		04 Apr 2019
mirror candle holders	11 (11)	480	80.89	0.27	<a href="#">↗</a>	0.13	0.25	1.00	32,500,000		26 Mar 2019
diamond crush furniture	4 (4)	320	39.46	0.36	<a href="#">↗</a>	0.13	0.31	1.00	82		04 Apr 2019
mirrored tv stand	13 (13)	2,400	71.04	0.53	<a href="#">↗</a>	0.12	0.47	1.00	20,300,000		5 days ago
glitter dressing table	3 (3)	210	66.42	0.29	<a href="#">↗</a>	0.10	0.22	1.00	89		04 Apr 2019
sparkly dressing table	2 (2)	140	70.61	0.29	<a href="#">↗</a>	0.10	0.18	1.00	10,900,000		04 Apr 2019
silver living room furniture	11 (11)	320	81.94	0.55	<a href="#">↗</a>	0.09	0.31	1.00	672,000,000		26 Mar 2019
bling furniture	5 (5)	320	44.83	0.49	<a href="#">↗</a>	0.09	0.31	1.00	107,000,000		04 Apr 2019
bling home furniture	4 (4)	210	52.39	0.73	<a href="#">↗</a>	0.08	0.40	0.86	83,300,000		04 Apr 2019
house of sparkles reviews	2 (2)	110	65.23	0.05	<a href="#">↗</a>	0.08	0.03	0.11	10,500,000		04 Apr 2019
mirrored tv unit	19 (19)	4,400	73.87	0.53	<a href="#">↗</a>	0.07	0.28	1.00	16,300,000		2 days ago
mirrored tv cabinet	12 (12)	1,000	70.23	0.64	<a href="#">↗</a>	0.07	0.31	1.00	19,400,000		7 days ago
sparkle fireplace	3 (3)	140	57.98	0.37	<a href="#">↗</a>	0.07	0.18	0.82	13,100,000		04 Apr 2019
crushed velvet table and chairs	8 (8)	390	77.22	0.47	<a href="#">↗</a>	0.06	0.22	1.00	3,370,000		04 Apr 2019
diamante wall clock	9 (9)	390	81.72	0.27	<a href="#">↗</a>	0.06	0.12	0.99	2,870,000		04 Apr 2019
glitter furniture collection	6 (6)	210	63.77	0.42	<a href="#">↗</a>	0.06	0.15	1.00	83		04 Apr 2019
mirrored living room furniture	14 (14)	1,600	73.57	0.63	<a href="#">↗</a>	0.06	0.28	1.00	45,900,000		6 days ago

Keyword	Pos	Volume	KD	CPC (GBP)	URL	Traffic % ▼	Costs %	Com.	Result	Trend	Last Update
crushed velvet bedroom	15 (15)	1,900	61.41	0.60	<a href="#">↗</a>	0.05	0.22	1.00	12,800,000		09 Apr 2019
diamante furniture	11 (11)	210	58.46	0.45	<a href="#">↗</a>	0.05	0.15	1.00	19,500,000		26 Mar 2019
dining table with velvet chairs	11 (11)	210	83.88	0.60	<a href="#">↗</a>	0.05	0.22	1.00	111,000,000		04 Apr 2019
house of sparkles reviews	3 (3)	110	65.23	0.05	<a href="#">↗</a>	0.05	0.00	0.11	10,500,000		04 Apr 2019
crushed velvet dining room chairs	10 (10)	320	81.34	0.69	<a href="#">↗</a>	0.05	0.25	1.00	8,970,000		04 Apr 2019
mirrored console table	30 (30)	6,600	73.93	0.53	<a href="#">↗</a>	0.05	0.18	1.00	127,000,000		2 days ago
mirror bed frame	9 (9)	320	68.98	0.54	<a href="#">↗</a>	0.05	0.18	1.00	316,000,000		26 Mar 2019
house of sparkles discount code	3 (3)	110	48.97	0.69	<a href="#">↗</a>	0.05	0.25	0.07	80		02 Apr 2019
crushed diamond tv unit	5 (5)	140	33.32	0.39	<a href="#">↗</a>	0.04	0.09	1.00	78		04 Apr 2019
crushed diamond tv unit	6 (6)	140	33.32	0.39	<a href="#">↗</a>	0.04	0.09	1.00	78		04 Apr 2019
sparkle furniture uk	5 (5)	170	57.00	0.63	<a href="#">↗</a>	0.04	0.18	0.88	31,000,000		04 Apr 2019
sparkly candle holders	11 (11)	170	70.36	0.30	<a href="#">↗</a>	0.04	0.09	1.00	77		26 Mar 2019
velvet dining chairs and table	11 (11)	170	81.34	0.61	<a href="#">↗</a>	0.04	0.18	1.00	114,000,000		04 Apr 2019
floating crystal furniture	9 (9)	260	40.15	0.31	<a href="#">↗</a>	0.04	0.09	1.00	99		02 Apr 2019
floating crystal furniture	8 (8)	260	40.15	0.31	<a href="#">↗</a>	0.04	0.09	1.00	99		02 Apr 2019
mirrored floor lamp	10 (10)	260	70.08	0.31	<a href="#">↗</a>	0.04	0.09	1.00	231,000,000		26 Mar 2019
glitter bedside tables	6 (6)	140	59.17	0.54	<a href="#">↗</a>	0.04	0.12	1.00	87		04 Apr 2019

Keyword	Pos	Volume	KD	CPC (GBP)	URL	Traffic % ▼	Costs %	Com.	Result	Trend	Last Update
crushed velvet dining table and chairs	8 (8)	260	79.31	0.46	<a href="#">↗</a>	0.04	0.12	1.00	99		04 Apr 2019
glam home store	14 (14)	1,000	69.57	0.35	<a href="#">↗</a>	0.04	0.09	0.14	238,000,000		6 days ago
sparkle coffee table	6 (6)	170	64.27	0.31	<a href="#">↗</a>	0.04	0.09	1.00	25,200,000		04 Apr 2019
floating crystal mirror	9 (9)	260	53.05	0.26	<a href="#">↗</a>	0.04	0.06	1.00	19,200,000		02 Apr 2019
mirrored side table	25 (25)	5,400	84.11	0.66	<a href="#">↗</a>	0.04	0.22	1.00	533,000,000		2 days ago
house of sparkles discount code	4 (4)	110	48.97	0.69	<a href="#">↗</a>	0.04	0.18	0.07	80		02 Apr 2019
crushed velvet dining table set	8 (8)	210	76.68	0.49	<a href="#">↗</a>	0.03	0.12	1.00	11,700,000		04 Apr 2019
a beautiful home bluewater	8 (8)	210	76.66	3.81	<a href="#">↗</a>	0.03	0.97	0.08	3,370,000		04 Apr 2019
diamante wall clock uk	11 (11)	110	84.58	0.30	<a href="#">↗</a>	0.03	0.06	0.83	87		04 Apr 2019
glitter bedroom furniture	9 (9)	210	53.32	1.06	<a href="#">↗</a>	0.03	0.25	1.00	55,200,000		04 Apr 2019
glam furniture	9 (9)	170	72.33	0.66	<a href="#">↗</a>	0.03	0.12	1.00	77,200,000		26 Mar 2019
glitter bed	10 (10)	210	47.54	0.34	<a href="#">↗</a>	0.03	0.06	1.00	166,000,000		04 Apr 2019
sparkly lamps	10 (10)	210	82.76	0.30	<a href="#">↗</a>	0.03	0.06	1.00	6,680,000		04 Apr 2019
glitter bedside tables	7 (7)	140	59.17	0.54	<a href="#">↗</a>	0.03	0.09	1.00	87		04 Apr 2019
crushed diamonds furniture	4 (4)	90	40.68	0.47	<a href="#">↗</a>	0.03	0.09	1.00	99		02 Apr 2019
diamante home accessories	8 (8)	210	64.09	0.27	<a href="#">↗</a>	0.03	0.06	1.00	21,400,000		04 Apr 2019
diamante home accessories	9 (9)	210	64.09	0.27	<a href="#">↗</a>	0.03	0.06	1.00	21,400,000		04 Apr 2019

Keyword	Pos	Volume	KD	CPC (GBP)	URL	Traffic % ▼	Costs %	Com.	Result	Trend	Last Update
sparkle mirror	15 (15)	1,000	82.04	0.27	<a href="#">↗</a>	0.03	0.03	1.00	52,000,000		5 days ago
mirrored fireplace surround	7 (7)	140	61.94	0.24	<a href="#">↗</a>	0.03	0.03	1.00	19,400,000		04 Apr 2019
essex furniture boutique	7 (7)	170	53.73	0.73	<a href="#">↗</a>	0.03	0.18	0.62	3,080,000		04 Apr 2019
sparkly bedroom furniture	9 (9)	210	42.96	0.92	<a href="#">↗</a>	0.03	0.22	1.00	86		04 Apr 2019
sparkly bedroom furniture	10 (10)	210	42.96	0.92	<a href="#">↗</a>	0.03	0.22	1.00	86		04 Apr 2019
diamante floor lamp	10 (10)	170	66.49	0.40	<a href="#">↗</a>	0.03	0.06	1.00	2,640,000		04 Apr 2019
beautiful home bluewater	6 (6)	110	76.93	0.00	<a href="#">↗</a>	0.03	0.00	0.02	3,280,000		04 Apr 2019
sparkle homes	14 (14)	3,600	72.27	0.56	<a href="#">↗</a>	0.03	0.09	0.15	24,800,000		2 days ago
floating crystal	5 (5)	110	53.91	0.39	<a href="#">↗</a>	0.03	0.06	1.00	71,300,000		02 Apr 2019
floating crystal	6 (6)	110	53.91	0.39	<a href="#">↗</a>	0.03	0.06	1.00	71,300,000		02 Apr 2019
furniture boutique essex	5 (5)	90	52.89	2.02	<a href="#">↗</a>	0.02	0.34	0.59	2,180,000		02 Apr 2019
diamond wall clock	8 (8)	140	67.65	0.27	<a href="#">↗</a>	0.02	0.03	1.00	69,100,000		04 Apr 2019
floating crystal floor lamp	6 (6)	90	53.20	0.30	<a href="#">↗</a>	0.02	0.03	1.00	14,500,000		02 Apr 2019
floating crystal furniture wholesale	7 (5)	110	51.64	0.54	<a href="#">↗</a>	0.02	0.09	0.71	54		9 hours ago
the glitter furniture company	10 (10)	720	42.80	0.18	<a href="#">↗</a>	0.02	0.03	0.53	86		09 Apr 2019
diamante lamp	12 (12)	320	80.16	0.29	<a href="#">↗</a>	0.02	0.03	1.00	7,180,000		04 Apr 2019
sparkle home accessories	12 (12)	320	54.24	0.34	<a href="#">↗</a>	0.02	0.03	1.00	95,400,000		04 Apr 2019



Keyword	Pos	Volume	KD	CPC (GBP)	URL	Traffic % ▼	Costs %	Com.	Result	Trend	Last Update
park lane bed	10 (10)	140	36.79	0.38	<a href="#">↗</a>	0.02	0.06	0.99	234,000,000		04 Apr 2019
media unit	36 (36)	6,600	84.78	1.01	<a href="#">↗</a>	0.02	0.18	1.00	2,150,000,000		2 days ago
sparkle bedroom set	8 (8)	70	72.49	0.00	<a href="#">↗</a>	0.01	0.00	0.95	62,000,000		26 Mar 2019
sparkle bedroom set	9 (9)	70	72.49	0.00	<a href="#">↗</a>	0.01	0.00	0.95	62,000,000		26 Mar 2019
silver crushed velvet dining chairs	12 (12)	170	73.12	0.63	<a href="#">↗</a>	0.01	0.03	1.00	2,090,000		04 Apr 2019
sparkle wall clock	12 (12)	260	77.83	0.29	<a href="#">↗</a>	0.01	0.03	1.00	16,400,000		04 Apr 2019
diamante furniture	12 (12)	210	58.46	0.45	<a href="#">↗</a>	0.01	0.03	1.00	19,500,000		26 Mar 2019
diamante clock	12 (12)	260	71.96	0.23	<a href="#">↗</a>	0.01	0.03	1.00	91		26 Mar 2019
mirror photo frame	27 (27)	2,400	82.07	0.31	<a href="#">↗</a>	0.01	0.03	1.00	358,000,000		09 Apr 2019
glitter tissue box cover	10 (10)	90	72.39	0.12	<a href="#">↗</a>	0.01	0.00	0.98	94		02 Apr 2019
boutique furniture shops essex	7 (7)	90	60.67	0.57	<a href="#">↗</a>	0.01	0.06	0.71	5,960,000		02 Apr 2019
sparkly table lamps	13 (13)	260	81.06	0.32	<a href="#">↗</a>	0.01	0.00	1.00	92		04 Apr 2019
knocker chairs	15 (15)	590	65.18	0.63	<a href="#">↗</a>	0.01	0.06	1.00	5,760,000		04 Apr 2019
glitter furniture uk	9 (9)	110	56.84	0.47	<a href="#">↗</a>	0.01	0.06	1.00	58,300,000		04 Apr 2019
gypsy furniture	10 (10)	110	53.52	0.86	<a href="#">↗</a>	0.01	0.09	1.00	50,300,000		26 Mar 2019