Harbor & Pine SEO

WEEKLY SEARCH REPORT

acme-outdoors.com

20–26 Nov 2026

Clicks from Google search were down 2% on the previous week (6,845 vs. 6,958).

Data from Google Search Console

CLICKS	NON-BRAND CLICKS	IMPRESSIONS	AVG. POSITION
6,845	5,424	226,338	12.6
↓ −2% vs. last week	↓ −4% vs. last week	↑ +2% vs. last week	no change vs. last week

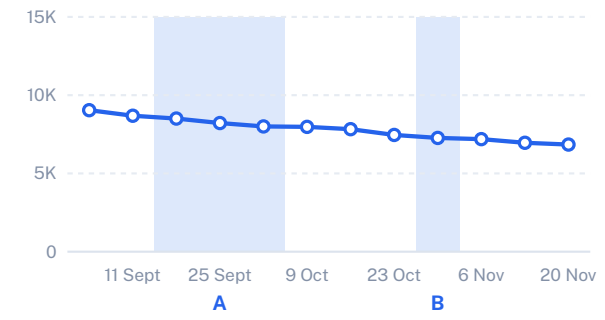
November 2026 goal

Behind goal

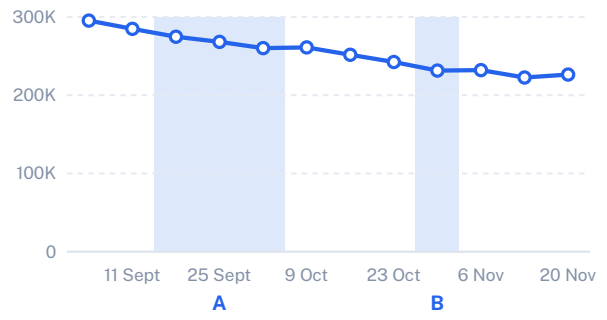
29,891 of 42,000 clicks, day 26 of 30 · on course for about 34,490

Last 12 weeks

Clicks per week



Impressions per week



A Google September 2026 spam update · 24 Sept – 8 Oct

B Moved the blog to the new CMS templates · 5 Nov

Clicks by section

SECTION	CLICKS	CHANGE
Blog	2,312	−19%
Other	4,533	+11%

Top pages

PAGE	CLICKS	CHANGE
acme-outdoors.com/blog/best-hiking-boots	1,284	−25%
acme-outdoors.com/tents/2-person	892	−3%
acme-outdoors.com/blog/best-tents	640	−9%
acme-outdoors.com/jackets/rain	512	+9%
acme-outdoors.com/blog/tent-guide	388	−15%

Top searches

SEARCH	CLICKS	POSITION	LAST WEEK
best hiking boots	802	**5.8**	3.9
2 person backpacking tent	455	**7.2**	6.1
acme outdoors brand	410	**1.0**	1.0
waterproof rain jacket	264	**6.4**	7.1
lightweight tent	198	**9.3**	8.8

Top countries

COUNTRY	CLICKS	CHANGE	POSITION
United States	4,261	−11%	5.9
Canada	1,029	−21%	6.4
United Kingdom	661	−24%	7.8
Australia	441	−15%	7.1
Germany	220	−15%	11.2

Close to page one

Searches this site ranks just below the top results for, over the last 28 days. Small gains here bring the biggest jumps in clicks.

SEARCH	POSITION	IMPRESSIONS
ultralight backpacking tent acme-outdoors.com/blog/best-tents	**9.4**	6,120
waterproof hiking boots women acme-outdoors.com/blog/best-hiking-boots	**11.8**	4,380
how to waterproof a tent acme-outdoors.com/blog/tent-guide	**13.2**	2,210

New searches

Searches the site started showing up for in the last 28 days.

SEARCH	CLICKS	POSITION
best ultralight tent 2026	64	6.8
trekking poles for beginners	41	8.1
winter hiking boots women	22	11.4
how to waterproof a tent	15	9.6
acme outdoors discount code	12	2.1

Searches it stopped showing for

Searches it showed up for in the 28 days before and not since, with the clicks they brought then.

SEARCH	CLICKS	POSITION
best hiking boots 2025	118	4.2
black friday tent deals	52	6.5
camping stove recall	9	9.8
sleeping pad r value chart	7	12.3

What we fixed

Fixes on this site that are winning clicks back, measured against the 28 days before each fix. Together they're worth about $304 a week.

FIXED	BEFORE	NOW	WON BACK
acme-outdoors.com/tents/ultralight Fixed 22 Oct 2026	70/wk	287/wk	+217/wk

Issues we're watching

CONTENT DECAY
/blog/best-hiking-boots
Clicks −46% · vs. same 28 days last year

Open for 3 days
~312 clicks/week at stake

CANNIBALIZATION
“2 person backpacking tent”
3 URLs competing · /tents/2-person, /blog/best-tents, /blog/tent-guide

Open for 6 days
~140 clicks/week at stake

EARLY WARNING
/guides/how-to-layer-for-hiking
Impressions −36% · Clicks still holding (−6%), position 5.1 ’6.8

Open for 2 days
~84 clicks/week at stake

BROKEN LINK
/size-guide
Not found (404) · Linked from /tents/2-person, /boots and 3 more

Open for 2 days