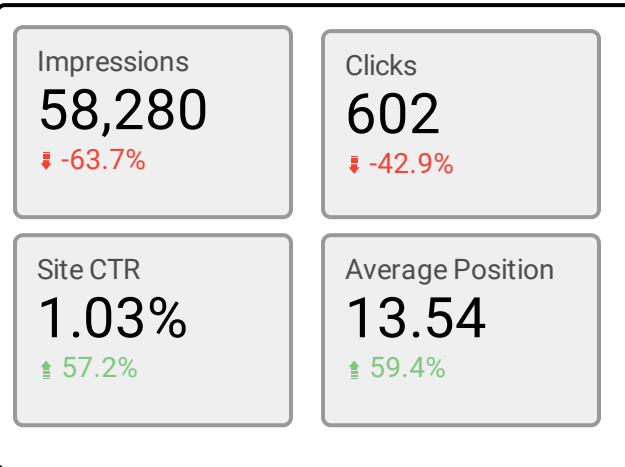
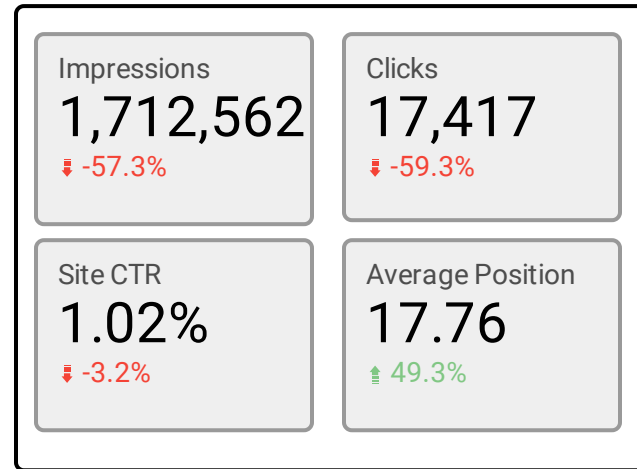


## Canada Only



## Rest of the World



### Definitions:

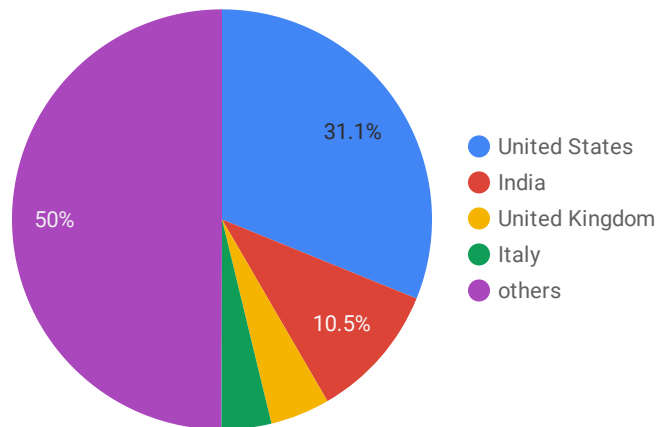
**Search query** - the words used to perform a search

**Impressions** - the number of times a web page appeared in search results

**Avg. Position** - the average position at which a web page appeared in search results

**CTR (click-through-rate)** - the percentage of times someone clicked on the link

## Search Impressions by Country



## Search Terms

### Canada Only

Query	Impressions	% Δ	Avg. Position	% Δ	Clicks	% Δ
dinosaur game	6,812	-92.0% ↓	10.4	47.5% ↑	3	-98.7% ↓
chrome dino	3,617	18.9% ↑	8.5	53.5% ↑	7	-46.2% ↓
dino game	2,960	-81.6% ↓	6.2	25.5% ↑	9	-94.8% ↓
kids sunglasses	2,556	35.1% ↑	13.5	8.8% ↑	0	-
nalgene	2,043	398.3% ↑	16.4	9.2% ↑	0	-

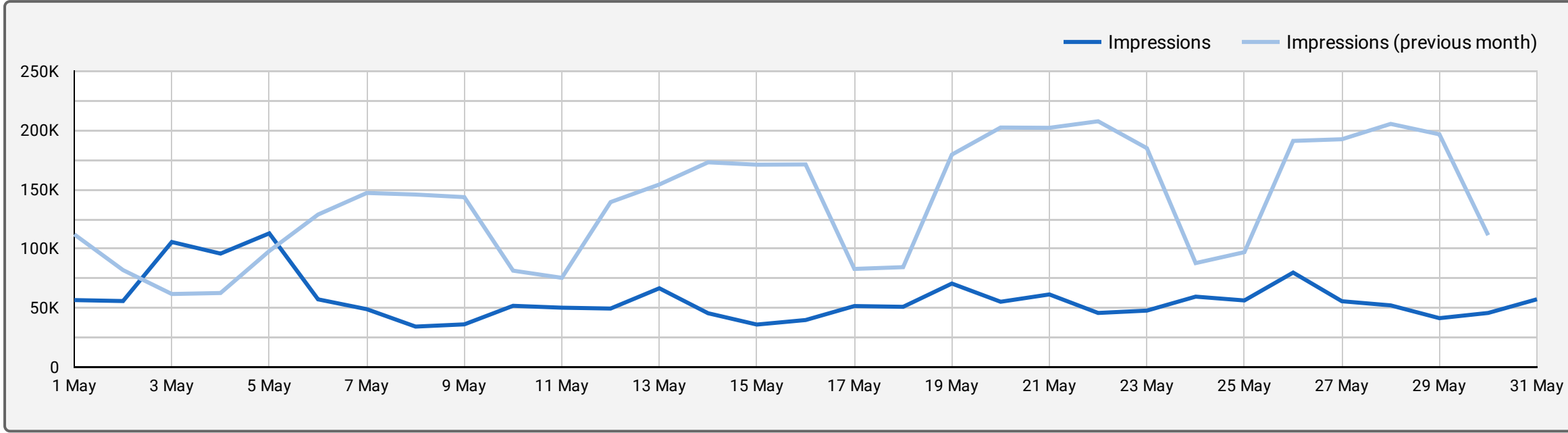
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### Rest of the World

Query	Impressions	% Δ	Avg. Position	% Δ	Clicks	% Δ
chrome dino	122,301	-23.3% ↓	8.3	17.5% ↑	605	-71.7% ↓
dinosaur game	92,859	-94.7% ↓	11.3	38.9% ↑	226	-98.1% ↓
dino game	64,816	-78.4% ↓	8.3	44.5% ↑	340	-94.1% ↓
apparel store	58,424	-7.6% ↓	7.4	-4.4% ↓	6	50.0% ↑
apparel	47,974	-41.2% ↓	22.0	-48.9% ↓	5	150.0% ↑

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## Impressions



## Landing Page

Landing Page	Impressions	% Δ	Url Clicks	% Δ
<a href="https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Google+Dino+Game+Tee">https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Google+Dino+Game+Tee</a>	527,314	-83.0% ↓	2,118.0	-92.5% ↓
<a href="https://shop.googlemerchandisestore.com/Google+Redesign/Apparel">https://shop.googlemerchandisestore.com/Google+Redesign/Apparel</a>	173,875	-12.9% ↓	1,291.0	1.7% ↑
<a href="https://shop.googlemerchandisestore.com/Google+Redesign/Accessories/Google+Chrome+Dinosaur+Collectible">https://shop.googlemerchandisestore.com/Google+Redesign/Accessories/Google+Chrome+Dinosaur+Collectible</a>	145,591	-38.3% ↓	531.0	-68.8% ↓
<a href="https://shop.googlemerchandisestore.com/Google+Redesign/Shop+by+Brand/Google+Chrome+Dino">https://shop.googlemerchandisestore.com/Google+Redesign/Shop+by+Brand/Google+Chrome+Dino</a>	138,484	83.1% ↑	815.0	132.9% ↑
<a href="https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Mens/Mens+T+Shirts">https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Mens/Mens+T+Shirts</a>	120,067	45.9% ↑	2,432.0	23.5% ↑
<a href="https://shop.googlemerchandisestore.com/Google+Redesign/Shop+by+Brand/YouTube">https://shop.googlemerchandisestore.com/Google+Redesign/Shop+by+Brand/YouTube</a>	81,835	27.3% ↑	2,349.0	14.8% ↑
<a href="https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Mens">https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Mens</a>	55,348	-17.0% ↓	441.0	11.9% ↑
<a href="https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Hats">https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Hats</a>	50,636	63.7% ↑	327.0	24.3% ↑
<a href="https://shop.googlemerchandisestore.com/Google+Redesign/Office/Notebooks+Journals/Google+Metallic+Notebook...">https://shop.googlemerchandisestore.com/Google+Redesign/Office/Notebooks+Journals/Google+Metallic+Notebook...</a>	49,440	23.1% ↑	23.0	-37.8% ↓
<a href="https://shop.googlemerchandisestore.com/Google+Redesign/Stationery/Stickers">https://shop.googlemerchandisestore.com/Google+Redesign/Stationery/Stickers</a>	48,595	65.1% ↑	606.0	-0.8% ↓

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