November 2025 - January 2026 Analytics Report

> ℹ️ Report on PokedexChecklist.com MVP validation metrics from the last 3 months (November 2025 to January 2026)
>
> Key metrics over those 90 days:
>
> - 7500 visitors, mainly from organic traffic via Google (most popular query is "pokemon checklist"
> - Google brings 7300 organic traffic and 61200 views for a 11.8% CTR
> - 26% user retention
> - Most popular country is USA, followed by UK, Canada, Germany, Australia and France.

Table of Contents

Organic visits from last 3 months (Google Search Console)

- 7,310 organic clicks from ~61,000 views (11.9% Click Through Rate)
- Ranking on average 7.7th Google across all queries (specific queries below)

Total clicks	Total impressions	Average CTR	Average position		Daily ▾
7.31K	61.2K	11.9%	7.7		

Google Search Impact

Google

Google Search Impact

Congratulations! Your site reached 4.5K clicks from Google Search in the past 28 days

Jan 21, 2026

4.5K

pokedexchecklist.com

Top Google Search Queries and Countries

Queries user type in Google to find us:

Top Queries

Top queries	↓ Clicks	Impressions
pokemon checklist	1,420	4,190
pokedex checklist	1,277	2,692
pokemon pokedex checklist	137	344
pokedex tracker	135	3,363
pokemon check list	122	341
all pokemon checklist	100	215
pokedex	92	6,271
pokédex checklist	81	187
national pokedex checklist	79	213
national pokédex checklist	69	160

Top Countries

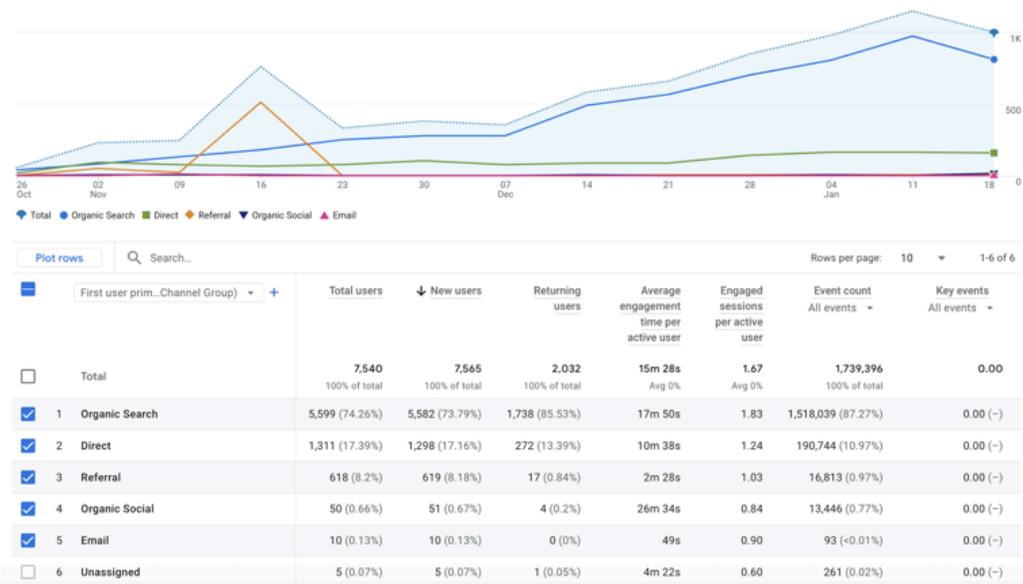| Country	↓ Clicks	Impressions
United States	3,202	22,926
United Kingdom	776	4,367
Canada	384	2,664
Australia	269	2,022
Germany	204	1,297
Brazil	197	1,209
Netherlands	176	1,919
Spain	166	983
Italy	140	866
France	113	852

Website Analytics

Active Users

- 4500 active users, average session is 17 minutes
- Most of them visit the home page (it's a single page web app, so that's where the users interact with the pokedex checklist, and also where the Ads are all located), very few go to other pages such as FAQ, About, Account (~1%)
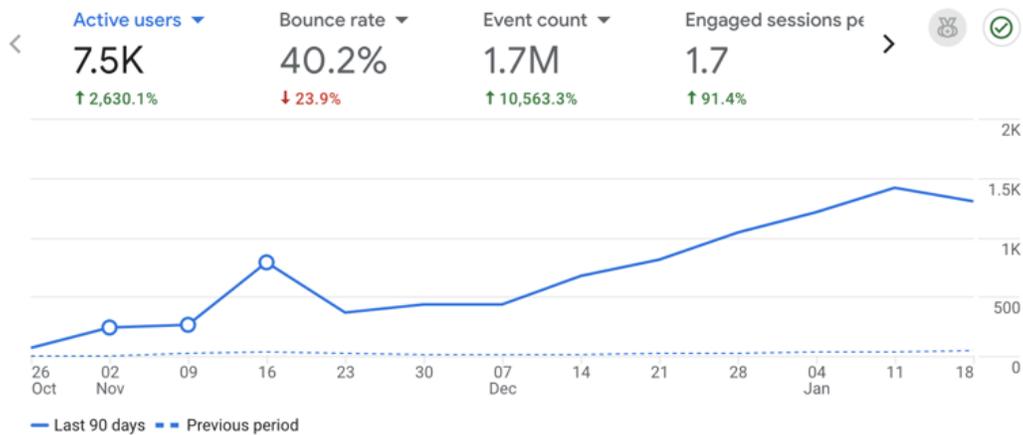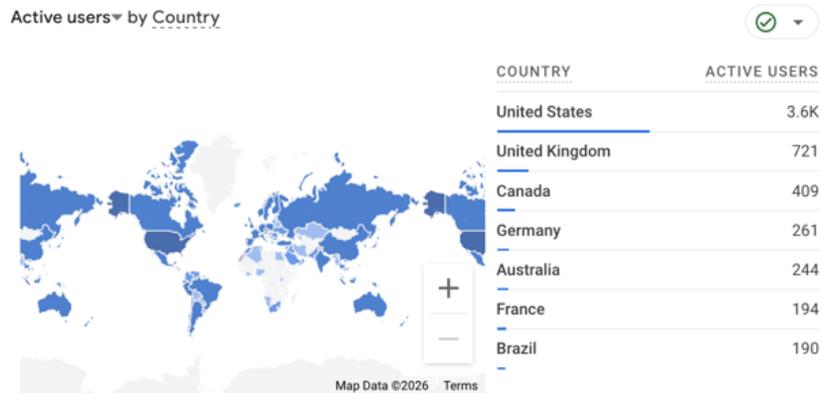

Traffic acquistion

Source

- Mainly organic (5600 - as shown on Google Search Console)
- 1300 are direct (posting on relevant subreddits and launch platforms)

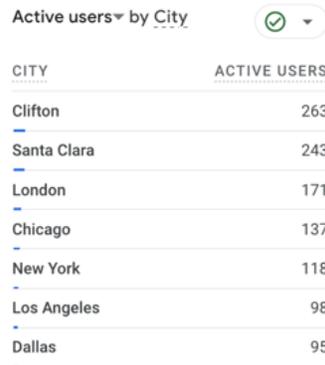|		Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events ▾	Key events All events ▾
	Total	7,540 100% of total	7,565 100% of total	2,032 100% of total	15m 28s Avg 0%	1.67 Avg 0%	1,739,396 100% of total	0.00
☑ 1	Organic Search	5,599 (74.26%)	5,582 (73.79%)	1,738 (85.53%)	17m 50s	1.83	1,518,039 (87.27%)	0.00 (–)
☑ 2	Direct	1,311 (17.39%)	1,298 (17.16%)	272 (13.39%)	10m 38s	1.24	190,744 (10.97%)	0.00 (–)
☑ 3	Referral	618 (8.2%)	619 (8.18%)	17 (0.84%)	2m 28s	1.03	16,813 (0.97%)	0.00 (–)
☑ 4	Organic Social	50 (0.66%)	51 (0.67%)	4 (0.2%)	26m 34s	0.84	13,446 (0.77%)	0.00 (–)
☑ 5	Email	10 (0.13%)	10 (0.13%)	0 (0%)	49s	0.90	93 (<0.01%)	0.00 (–)
☐ 6	Unassigned	5 (0.07%)	5 (0.07%)	1 (0.05%)	4m 22s	0.60	261 (0.02%)	0.00 (–)

Demographics

- Most of those users are US-based, followed by Europe (so mostly countries where Pokemon is popular)

Active users▾ by Country

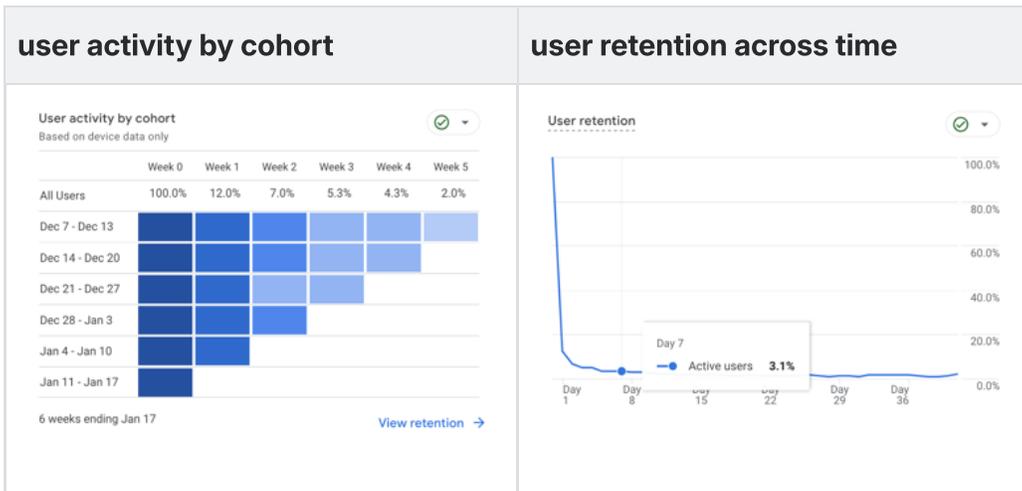| COUNTRY	ACTIVE USERS
United States	3.6K
United Kingdom	721
Canada	409
Germany	261
Australia	244
France	194
Brazil	190

Map Data ©2026   Terms

There is a consistent larger volume from 2 US-based towns: Clifton and Santa Clara.

Active users▾ by City

CITY	ACTIVE USERS
Clifton	263
Santa Clara	243
London	171
Chicago	137
New York	118
Los Angeles	98
Dallas	95

User Retention

- Avg 26% in past 90 days
- 3% users active after 7 days

New users ⓘ
7.6K

Returning users ⓘ
2K

| user activity by cohort	user retention across time
User activity by cohort Based on device data only |	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	12.0%	7.0%	5.3%	4.3%	2.0%
Dec 7 - Dec 13
Dec 14 - Dec 20
Dec 21 - Dec 27
Dec 28 - Jan 3
Jan 4 - Jan 10
Jan 11 - Jan 17 | 6 weeks ending Jan 17 View retention →	**User retention** 100.0% 80.0% 60.0% 40.0% 20.0% 0.0% Day 7 Active users 3.1% Day 1 Day 8 Day 15 Day 22 Day 29 Day 36

Users' Devices

- Mix of mobile and desktop across different operating systems (roughly 50-50 between side bar and carousel ads)

users per OS	% users pre device type
Active users▾ by Operating system | OPERATING SYSTEM	ACTIVE USERS
Windows	2.3K
Android	2K
iOS	2K
Macintosh	859
Chrome OS	267
Linux	106		● MOBILE 50.8% ● DESKTOP 46.7% ● TABLET 2.5%
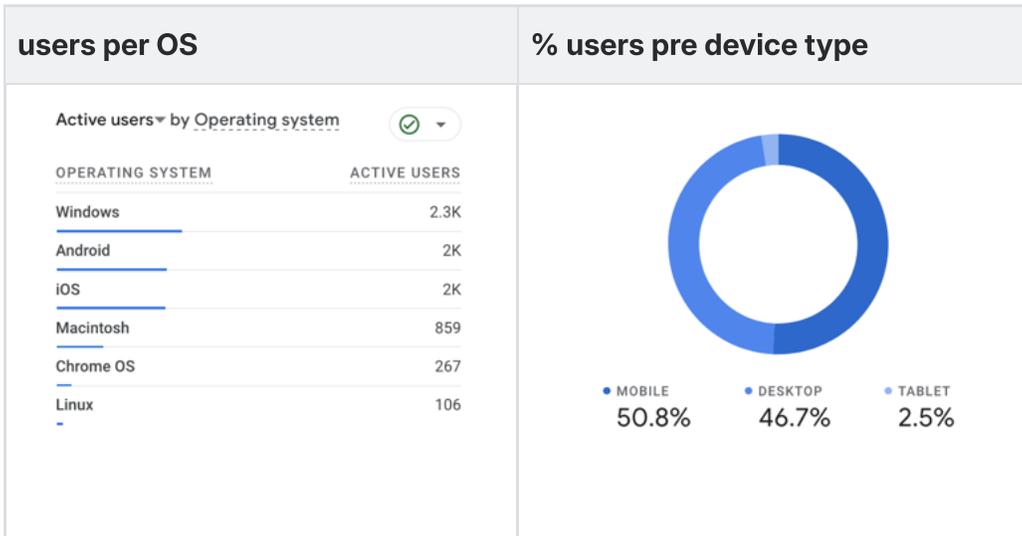
Domain Rating (DR)

Increased from 0 to 9 (logarithmic scale) with 24 referring domains and 46 do-follow backlinks (still rising)

Domain Rating	Backlinks and referring ready
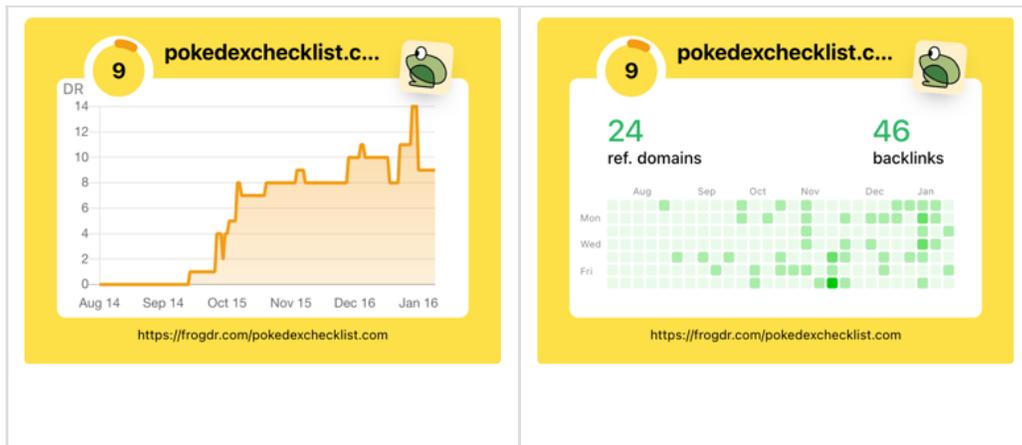
Next Steps

The web app follows a freemium model (free is used by +99.9% of users). Those few premium users have an "ad-free" experience and therefore won't see ads if logged in, but account for <0.01% of total viewers.

Advertisement starts at $50 / month

Why $50 / month?

The proposed ad pricing is justified by both traffic quality and industry norms. The site attracts around 5,000 highly targeted, organic Pokémon TCG visitors per month, meaning advertisers reach a niche audience actively searching for related content rather than low-intent generic traffic. Compared to typical small-site direct ad rates (around $5–$15 CPM), the $50/month per slot pricing implies a mid-range CPM that is competitive while reflecting the value of the niche and the guaranteed visibility of fixed placements