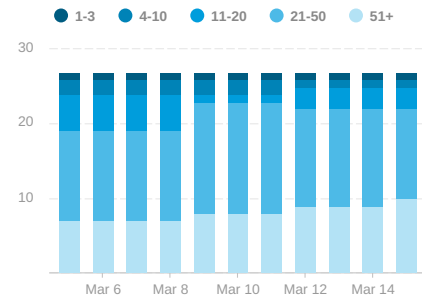


MASSACHUSETTS (Harvard Square)

GOOGLE KEYWORD RANKINGS

Google Rankings

27



27

Desktop Rankings

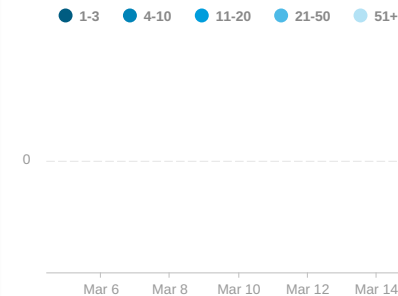
▼ 84

Desktop Ranking Change

ORGANIC SEARCH SHARE OF VOICE

Google Mobile Rankings

0



0

Mobile Rankings

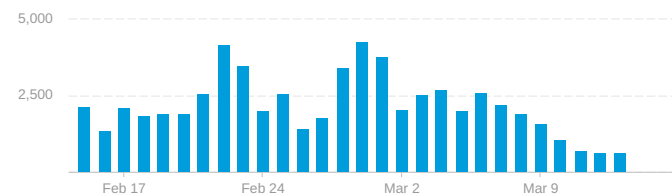
—

Mobile Ranking Change

GOOGLE MY BUSINESS (HARVARD SQUARE)

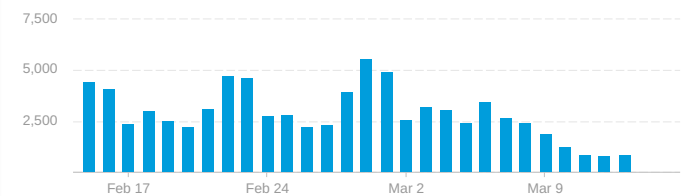
GMB Searches

61,676



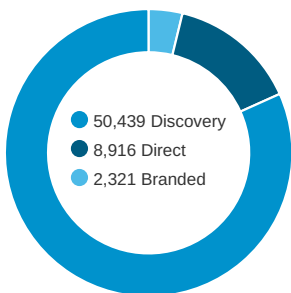
GMB Views

81,650

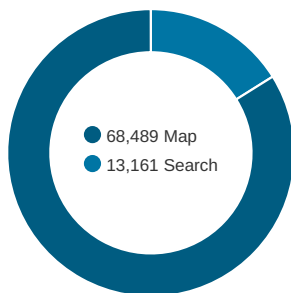


GMB INSIGHTS

GMB Direct vs Discovery Searches



GMB Search vs Map Views



GMB CUSTOMER ACTIONS

GMB Clicks

1,167



68

GMB Calls



- **Discovery searches:** A customer searched for a category, product, or service that you offer, and your listing appeared.
- **Direct searches:** A customer directly searched for your business name or address.
- **Branded searches:** A customer searched for your brand or a brand related to your business.
- **Views on Maps:** A customer found your business via Google Maps.
- **View on Search:** A customer found your business via Google Search.

965

GMB Directions

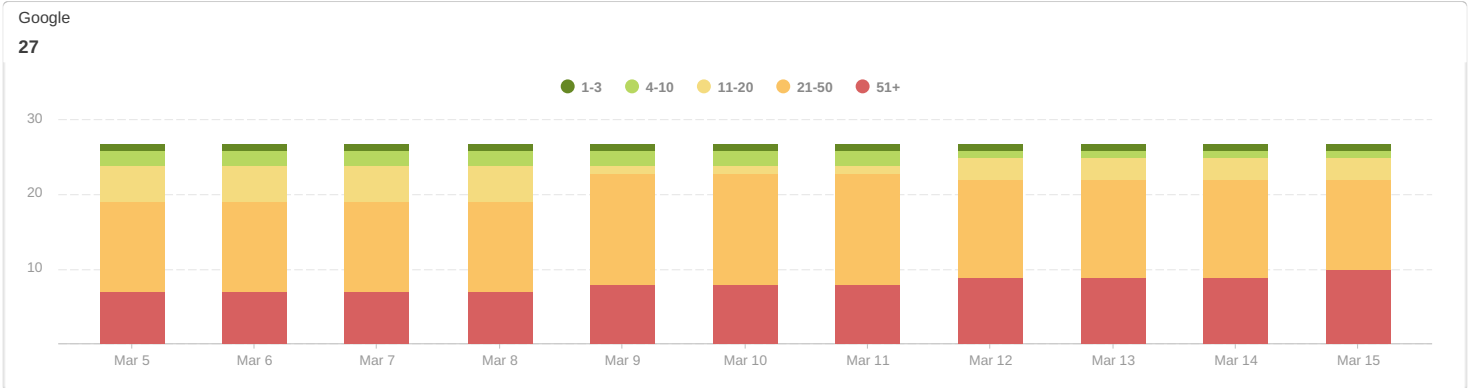
15

GMB Reviews

4.73

GMB Average Rating


















Rankings














































27

Google

Showing 60 of 60 Rows

KEYWORD ▲	LOCATION	GOOGLE	GOOGLE URL
☆ caterers near me	 Cambridge, MA	not found	—
☆ catering	 Cambridge, MA	not found	—
☆ catering near me	 Cambridge, MA	100 th	[home page]
☆ farm to table restaurant	 Cambridge, MA	not found	—
☆ food to go near me	 Cambridge, MA	70 th	[home page]
☆ gluten free food near me	 Cambridge, MA	not found	—
☆ gluten free menu	 Cambridge, MA	not found	—
☆ gluten free restaurant	 Cambridge, MA	not found	—
☆ gluten free restaurants near me	 Cambridge, MA	not found	—
☆ healthy food delivery	 Cambridge, MA	not found	—
☆ healthy food near me	 Cambridge, MA	not found	—
☆ healthy food to go	 Cambridge, MA	not found	—
☆ healthy menu	 Cambridge, MA	not found	—
☆ healthy restaurant	 Cambridge, MA	not found	—
☆ healthy restaurants near me	 Cambridge, MA	not found	—
☆ keto menu	 Cambridge, MA	not found	—
☆ keto restaurant	 Cambridge, MA	not found	—

KEYWORD	LOCATION	GOOGLE	GOOGLE URL
☆ keto restaurants near me	 Cambridge, MA	not found	—
☆ organic menu	 Cambridge, MA	not found	—
☆ organic restaurant	 Cambridge, MA	not found	—
☆ organic restaurants near me	 Cambridge, MA	not found	—
☆ paleo menu	 Cambridge, MA	not found	—
☆ paleo restaurant	 Cambridge, MA	102 nd	/menu.html
☆ paleo restaurants near me	 Cambridge, MA	not found	—
☆ plant based fast food	 Cambridge, MA	not found	—
☆ plant based food delivery	 Cambridge, MA	78 th	[home page]
☆ plant based food near me	 Cambridge, MA	8 th	[home page]
☆ plant based food to go	 Cambridge, MA	45 th	[home page]
☆ plant based menu	 Cambridge, MA	22 nd	[home page]
☆ plant based restaurants near me	 Cambridge, MA	11 th	[home page]
☆ restaurant	 Cambridge, MA	not found	—
☆ restaurants	 Cambridge, MA	not found	—
☆ restaurants near me	 Cambridge, MA	not found	—
☆ salad near me	 Cambridge, MA	53 rd	[home page]
☆ salad to go	 Cambridge, MA	not found	—
☆ sandwich delivery near me	 Cambridge, MA	90 th	[home page]
☆ sandwiches to go	 Cambridge, MA	not found	—
☆ seasonal menu	 Cambridge, MA	not found	—
☆ superfood restaurant	 Cambridge, MA	not found	—
☆ superfood restaurants near me	 Cambridge, MA	not found	—
☆ veg restaurants	 Cambridge, MA	52 nd	[home page]
☆ vegan cuisine	 Cambridge, MA	not found	—
☆ vegan food delivery	 Cambridge, MA	75 th	[home page]
☆ vegan food near me	 Cambridge, MA	19 th	[home page]
☆ vegan food to go	 Cambridge, MA	43 rd	[home page]
☆ vegan menu	 Cambridge, MA	25 th	[home page]
☆ vegan near me	 Cambridge, MA	17 th	[home page]
☆ vegan restaurant	 Cambridge, MA	53 rd	[home page]
☆ vegan restaurants near me	 Cambridge, MA	30 th	[home page]

KEYWORD	LOCATION	GOOGLE	GOOGLE URL
☆ vegetarian cuisine	 Cambridge, MA	95 th	[home page]
☆ vegetarian food delivery	 Cambridge, MA	46 th	[home page]
☆ vegetarian food near me	 Cambridge, MA	24 th	[home page]
☆ vegetarian food to go	 Cambridge, MA	24 th	[home page]
☆ vegetarian menu	 Cambridge, MA	21 st	[home page]
☆ vegetarian near me	 Cambridge, MA	27 th	[home page]
☆ vegetarian restaurant	 Cambridge, MA	not found	—
☆ vegetarian restaurants near me	 Cambridge, MA	26 th	[home page]
☆ veggie burger	 Cambridge, MA	not found	—
☆ veggie burger near me	 Cambridge, MA	32 nd	[home page]
☆ veggie grill	 Cambridge, MA	1 st	[home page]