



# SFTL - Monitoramento de posição

Grupo 3

Peru / Equador / Colômbia

Desktop e mobile

# Table of contents

<b>Análise do período</b>	<b>4</b>
<b>País - Peru - Desktop</b>	<b>6</b>
Position Tracking: Overview	6
Position Tracking: Keywords Overview	7
Position Tracking: Top Competitors by Visibility	7
Position Tracking: Top Keywords by Positive Impact	7
Position Tracking: Top Pages by Number of Keywords	7
Keyword Rankings 1 - 17 (17)	8
<b>País - Peru - Celular</b>	<b>8</b>
Position Tracking: Overview	9
Position Tracking: Keywords Overview	9
Position Tracking: Top Competitors by Visibility	9
Position Tracking: Top Keywords by Positive Impact	9
Position Tracking: Top Pages by Number of Keywords	10
Keyword Rankings 1 - 17 (17)	10
<b>País - Equador - Desktop</b>	<b>11</b>
Position Tracking: Overview	11
Position Tracking: Keywords Overview	11
Position Tracking: Top Competitors by Visibility	12
Position Tracking: Top Keywords by Positive Impact	12
Position Tracking: Top Pages by Number of Keywords	12
Keyword Rankings 1 - 24 (24)	12
<b>País - Equador - Celular</b>	<b>13</b>
Position Tracking: Overview	14
Position Tracking: Keywords Overview	14
Position Tracking: Top Competitors by Visibility	14
Position Tracking: Top Keywords by Positive Impact	14
Position Tracking: Top Pages by Number of Keywords	15
Keyword Rankings 1 - 24 (24)	15
<b>País - Colômbia - Desktop</b>	<b>16</b>
Position Tracking: Overview	16
Position Tracking: Keywords Overview	16
Position Tracking: Top Competitors by Visibility	17
Position Tracking: Top Pages by Number of Keywords	17
Keyword Rankings 1 - 27 (27)	17

<b>País - Colômbia - Celular</b> .....	<b>19</b>
Position Tracking: Overview.....	19
Position Tracking: Keywords Overview.....	19
Position Tracking: Top Competitors by Visibility.....	20
Position Tracking: Top Keywords by Positive Impact.....	20
Position Tracking: Top Pages by Number of Keywords.....	20
Keyword Rankings 1 - 27 (27).....	20

# Análise do período

## Monitoramento de Posição – Grupo 3 (Peru, Equador e Colômbia) – Agosto/2025

### Peru

#### Desktop

- Visibilidade: **4,01%** (alta de +0,30)
- Tráfego estimado: **0,48** (+0,01)
- Posição média: **78,29** (melhora de -0,11)

#### Mobile

- Visibilidade: **5,01%** (alta de +0,93)
- Tráfego estimado: **0,52** (+0,04)
- Posição média: **78,06** (melhora de -0,47)

### Observações

Palavras-chave principais: *steam, design thinking, ciencia y tecnologia, solve for tomorrow peru, soluciones para el futuro.*

URLs relevantes: */es/, /en/, /en/country/peru/, /es/programa/.*

Concorrência: **solvefortomorrowperu.com** (17,65% de visibilidade em mobile).

**Situação:** avanço consistente, especialmente em mobile. Palavras de marca seguem fortes, mas termos de educação STEM ganham espaço.

### Equador

#### Desktop

- Visibilidade: **14,63%** (estável)
- Tráfego estimado: **0,26** (estável)
- Posição média: **79,58** (estável)

## Mobile

- Visibilidade: **14,84%** (alta de +0,47)
- Tráfego estimado: **0,27** (+0,01)
- Posição média: **79,54** (melhora de -0,13)

## Observações

Palavras-chave principais: *steam, ciencias naturales, educación básica, aprendizaje basado en proyectos, solve for tomorrow ecuador.*

URLs relevantes: */es/, /es/pais/ecuador/, /es/programa/, /en/.*

Concorrência: **solvefortomorrowlatin.com** (2,9% de visibilidade) e **globalteacherprize.org**.

**Situação:** país com maior visibilidade do grupo. Boa estabilidade em desktop e melhora em mobile, mas posições médias ainda altas.

## Colômbia

### Desktop

- Visibilidade: **6,67%** (alta de +0,04)
- Tráfego estimado: **1,91** (+1,73)
- Posição média: **83,41** (piorou +2,22)

### Mobile

- Visibilidade: **6,54%** (queda de -0,33)
- Tráfego estimado: **1,90** (+1,71)
- Posição média: **83,48** (piorou +2,08)

## Observações

Palavras-chave principais: *stem, ciencias naturales, bachillerato, educación media, solve for tomorrow colombia.*

URLs relevantes: */es/pais/colombia/, /es/entrada/stem/, /es/programa/.*

Concorrência: **colombiaaprende.edu.co** (9,86% em mobile) e **globalteacherprize.org**.

**Situação:** crescimento forte em tráfego, mas piora nas posições médias; concorrência local com alta autoridade (colombiaaprende).

### Síntese Geral do Grupo 3

- **Peru** apresenta evolução sólida, principalmente em mobile.
- **Equador** é o destaque em visibilidade, mantendo estabilidade.
- **Colômbia** cresce em tráfego, mas sofre com ranqueamento médio mais alto.
- O grupo demonstra **avanços parciais**, mas ainda com forte dependência de termos de marca e posições médias distantes do top 50.

### Recomendações para o Grupo 3

1. **Diversificar palavras-chave:** reduzir peso de termos de marca, ampliando cobertura em *educación básica, bachillerato, aprendizaje STEM*.
2. **Melhorar snippet e titles** em Colômbia para aumentar CTR frente à concorrência local.
3. **Produzir conteúdos locais** (cases de Peru e Equador) com otimização de termos educacionais.
4. **Link building qualificado** em portais governamentais e educacionais para reduzir distância de posição média.
5. **Foco mobile-first:** consolidar ganhos em Peru e Equador, melhorando responsividade e performance técnica.

## País - Peru - Desktop

### Position Tracking: Overview

solvefortomorrowlatam.com | Desktop, Peru (Google) | Organic | Aug 01 – 31, 2025

Visibility

**4.01%** -0.30%



This metric is based on CTR and shows a domain's progress in the Google top 100. The more visibility you have, the better. A 100-percent visibility would mean that the domain being tracked is ranking in the first position for all keywords in your campaign.

Estimated Traffic

**0.48** -0.01



The estimated amount of traffic your domain is receiving while ranking for the keywords in your current campaign. It is calculated by multiplying the average CTR for each position your domain has by its keyword volume.

Average Position

**78.29** ↓ 0.11



The average ranking of all keywords in your current campaign.

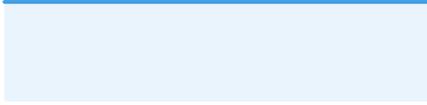
### Position Tracking: Keywords Overview

solvefortomorrowlatam.com | Desktop, Peru (Google) | Organic | Aug 01 – 31, 2025

Top 3

**2**

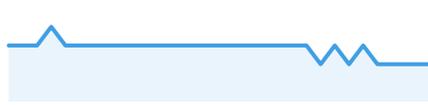
new 0  
lost 0



Top 10

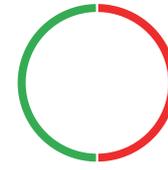
**2**

new 0  
lost 1



Improved vs. Declined  
vs.

**1** **1**



Top 20

**4**

new 0  
lost 0



Top 100

**4**

new 0  
lost 0



### Position Tracking: Top Competitors by Visibility

solvefortomorrowlatam.com | Desktop, Peru (Google) | Organic | Aug 01 – 31, 2025

Domain	Visibility	Est. Traffic
<a href="https://solvefortomorrowlatam.com">solvefortomorrowlatam.com</a>	4.01% <span>-0.31</span>	0.48 <span>-0.01</span>

### Position Tracking: Top Keywords by Positive Impact

solvefortomorrowlatam.com | Desktop, Peru (Google) | Organic | Aug 01 – 31, 2025

Total Positive Impact: **+0.03%**

Keyword	Pos.	Visibility	Visibility Gain	Volume
aprendizaje basada em projetos	13 <span>↑ 3</span>	0.23%	<span>+0.03%</span>	n/a

*Keywords for which your domain's rankings increased the most in the selected time period*

### Position Tracking: Top Pages by Number of Keywords

solvefortomorrowlatam.com | Desktop, Peru (Google) | Organic | Aug 01 – 31, 2025

URL	Keywords	Avg. Position	Diff	Est. Traffic	Diff
<a href="https://solvefortomorrowlatam.com/es/">https://solvefortomorrowlatam.com/es/</a>	2	34.00	<span>↓ 5.50</span>	0.38	<span>+0.34</span>
<a href="https://solvefortomorrowlatam.com/en/">https://solvefortomorrowlatam.com/en/</a>	1	5.00	<span>↓ 3.00</span>	0.18	<span>-0.19</span>
<a href="https://solvefortomorrowlatam.com/en/country/peru/">https://solvefortomorrowlatam.com/en/country/peru/</a>	1	5.00	<span>↑ 4.00</span>	0.06	<span>-0.03</span>
<a href="https://solvefortomorrowlatam.com/es/programa/">https://solvefortomorrowlatam.com/es/programa/</a>	1	13.00	<span>↓ 5.00</span>	0.01	<span>-0.01</span>
<a href="https://solvefortomorrowlatam.com/es/educacion-conectada/aprendizaje-basado-en-proyectos/">https://solvefortomorrowlatam.com/es/educacion-conectada/aprendizaje-basado-en-proyectos/</a>	1	13.00	<span>↑ 3.00</span>	0	0

## Keyword Rankings 1 - 17 (17)

Keyword	SERP Features	KD %	solvefortomorrowlatam.com		globalteacherprize.org		educacion.stem.siemens-stiftung.org/experimento/		solvefortomorrowperu.com		Volume
			31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	
1. steam		85		-		-		-		-	301,000
2. design thinking		55		-		-		-		-	40,500
3. ciencia y tecnologia		42		-		-		-		-	33,100
4. secundaria		37		-		-		-		-	5,400
5. stem		39		-		-		-		-	5,400
6. ciencias naturales		26		-		-		-		-	2,900
7. clase de matemáticas		49		-		-		-		-	1,300
8. clase de química		39		-		-		-		-	260
9. solve for tomorrow		40	2	0		-		-	1	0	90
10. clase de tecnología		39		-		-		-		-	50
11. clase de ciencias		30		-		-		-		-	30
12. solve for tomorrow peru		29	3	0		-		-	1	0	30
13. soluciones para el futuro		29	13	-5		-		-	1	0	20
14. herramientas para docentes		36		-		-		-		-	10
15. premios para profesores		23		-		-		-		-	10
16. clase de ingeniería		25		-		-		-		-	n/a
17. aprendizaje basada en proyectos		40	13	+3		-		-		-	n/a

## País - Peru - Celular

## Position Tracking: Overview

solvefortomorrowlatam.com | Phone, Peru (Google) | Organic | Aug 01 – 31, 2025

Visibility

**5.01%** +0.93%



This metric is based on CTR and shows a domain's progress in the Google top 100. The more visibility you have, the better. A 100-percent visibility would mean that the domain being tracked is ranking in the first position for all keywords in your campaign.

Estimated Traffic

**0.52** +0.04



The estimated amount of traffic your domain is receiving while ranking for the keywords in your current campaign. It is calculated by multiplying the average CTR for each position your domain has by its keyword volume.

Average Position

**78.06** ↑ 0.47



The average ranking of all keywords in your current campaign.

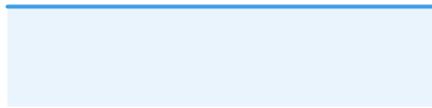
## Position Tracking: Keywords Overview

solvefortomorrowlatam.com | Phone, Peru (Google) | Organic | Aug 01 – 31, 2025

Top 3

**2**

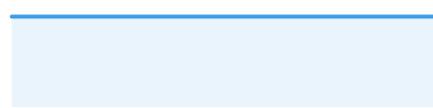
new 0  
lost 0



Top 10

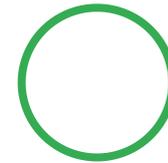
**3**

new 0  
lost 0



Improved vs. Declined

**2** vs. **0**



Top 20

**4**

new 0  
lost 0



Top 100

**4**

new 0  
lost 0



## Position Tracking: Top Competitors by Visibility

solvefortomorrowlatam.com | Phone, Peru (Google) | Organic | Aug 01 – 31, 2025

Domain	Visibility ▼	Est. Traffic
<a href="#">solvefortomorrowperu.com</a>	17.65% 0	1.70 0
<a href="#">globalteacherprize.org</a>	5.88% <span style="color: green;">+5.32</span>	0.12 <span style="color: green;">+0.11</span>
<a href="#">solvefortomorrowlatam.com</a>	5.01% <span style="color: green;">+0.93</span>	0.52 <span style="color: green;">+0.04</span>

## Position Tracking: Top Keywords by Positive Impact

solvefortomorrowlatam.com | Phone, Peru (Google) | Organic | Aug 01 – 31, 2025

Total Positive Impact: +0.93%

Keyword	Pos.	Visibility	Visibility Gain	Volume
soluciones para el futuro	4 <span>↑ 6</span>	1.28%	+0.92%	20.00
aprendizaje basada em projetos	18 <span>↑ 2</span>	0.18%	+0.01%	n/a

**i** Keywords for which your domain's rankings increased the most in the selected time period

## Position Tracking: Top Pages by Number of Keywords

solvefortomorrowlatam.com | Phone, Peru (Google) | Organic | Aug 01 – 31, 2025

URL	Keywords	Avg. Position	Diff	Est. Traffic	Diff
<a href="https://solvefortomorrowlatam.com/es/">https://solvefortomorrowlatam.com/es/</a>	2	23.50	<span>↑ 1.50</span>	0.38	+0.34
<a href="https://solvefortomorrowlatam.com/es/programa/">https://solvefortomorrowlatam.com/es/programa/</a>	1	4.00	<span>↑ 6.00</span>	0.05	+0.04
<a href="https://solvefortomorrowlatam.com/en/">https://solvefortomorrowlatam.com/en/</a>	1	5.00	<span>↓ 3.00</span>	0.18	-0.19
<a href="https://solvefortomorrowlatam.com/en/country/peru/">https://solvefortomorrowlatam.com/en/country/peru/</a>	1	7.00	<span>↓ 1.00</span>	0.04	-0.09
<a href="https://solvefortomorrowlatam.com/es/educacion-conectada/aprendizaje-basado-en-proyectos/">https://solvefortomorrowlatam.com/es/educacion-conectada/aprendizaje-basado-en-proyectos/</a>	1	18.00	<span>↑ 2.00</span>	0	0

## Keyword Rankings 1 - 17 (17)

Keyword	SERP Features	KD %	solvefortomorrowlatam.com		globalteacherprize.org		educacion.stem.siemens-stiftung.org/experimento/		solvefortomorrowperu.com		Volume
			31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	
1. steam		69		-		-		-		-	301,000
2. design thinking		47		-		-		-		-	40,500
3. ciencia y tecnologia		42		-		-		-		-	33,100
4. secundaria		44		-		-		-		-	5,400
5. stem		39		-		-		-		-	5,400
6. ciencias naturales		44		-		-		-		-	2,900
7. clase de matemáticas		52		-		-		-		-	1,300
8. clase de química		33		-		-		-		-	260
9. solve for tomorrow		41	2	0		-		-	1	0	90
10. clase de tecnología		35		-		-		-		-	50
11. clase de ciencias		40		-		-		-		-	30

Keyword	SERP Features	KD %	solvefortomorrowlatam.com		globalteacherprize.org		educacion.stem.siemens-stiftung.org/experimento/		solvefortomorrowperu.com		Volume
			31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	
12. solve for tomorrow peru		31	3	0	-	-	-	-	1	0	30
13. soluciones para el futuro		30	4	+6	-	-	-	-	1	0	20
14. herramientas para docentes		31	-	-	-	-	-	-	-	-	10
15. premios para profesores		23	-	-	1	+7	-	-	-	-	10
16. clase de ingeniería		25	-	-	-	-	-	-	-	-	n/a
17. aprendizaje basada em projetos		29	18	+2	-	-	-	-	-	-	n/a

## País - Ecuador - Desktop

### Position Tracking: Overview

solvefortomorrowlatam.com | Desktop, Ecuador (Google) | Organic | Aug 01 – 31, 2025

Visibility

**14.63%** 0.00



This metric is based on CTR and shows a domain's progress in the Google top 100. The more visibility you have, the better. A 100-percent visibility would mean that the domain being tracked is ranking in the first position for all keywords in your campaign.

Estimated Traffic

**0.26** 0.00



The estimated amount of traffic your domain is receiving while ranking for the keywords in your current campaign. It is calculated by multiplying the average CTR for each position your domain has by its keyword volume.

Average Position

**79.58** 0.00



The average ranking of all keywords in your current campaign.

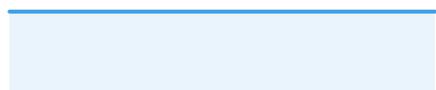
### Position Tracking: Keywords Overview

solvefortomorrowlatam.com | Desktop, Ecuador (Google) | Organic | Aug 01 – 31, 2025

Top 3

**4**

new 0  
lost 0



Top 10

**5**

new 0  
lost 0



Improved vs. Declined

**0 vs. 0**

Top 20

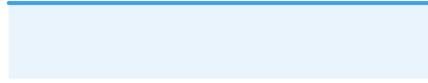
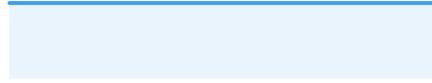
**5**

new 0  
lost 0

Top 100

**5**

new 0  
lost 0



### Position Tracking: Top Competitors by Visibility

solvefortomorrowlatam.com | Desktop, Ecuador (Google) | Organic | Aug 01 – 31, 2025

Domain	Visibility ▼	Est. Traffic
<a href="https://solvefortomorrowlatam.com">solvefortomorrowlatam.com</a>	14.63% 0	0.26 0
<a href="https://solvefortomorrowlatin.com">solvefortomorrowlatin.com</a>	2.98% -1.02	0.08 0

### Position Tracking: Top Keywords by Positive Impact

NO DATA

### Position Tracking: Top Pages by Number of Keywords

solvefortomorrowlatam.com | Desktop, Ecuador (Google) | Organic | Aug 01 – 31, 2025

URL	Keywords ▼	Avg. Position	Diff	Est. Traffic	Diff
<a href="https://solvefortomorrowlatam.com/es/">https://solvefortomorrowlatam.com/es/</a>	5	15.40	↓ 5.15	0.24	+0.24
<a href="https://solvefortomorrowlatam.com/es/pais/ecuador/">https://solvefortomorrowlatam.com/es/pais/ecuador/</a>	2	2.00	↑ 0.33	0	-0.06
<a href="https://solvefortomorrowlatam.com/en/">https://solvefortomorrowlatam.com/en/</a>	2	3.50	↓ 2.50	0.06	-0.18
<a href="https://solvefortomorrowlatam.com/es/programa/">https://solvefortomorrowlatam.com/es/programa/</a>	1	5.00	0	0.02	0

### Keyword Rankings 1 - 24 (24)

Keyword	SERP Features	KD %	solvefortomorrowlatam.com		globalteacherprize.org		educacion.stem.siemens-stiftung.org/experimento/		solvefortomorrowlatin.com		Volume
			31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	
1. steam		75	-	-	-	-	-	-	-	74,000	
2. ciencias naturales		33	-	-	-	-	-	-	-	14,800	
3. design thinking		48	-	-	-	-	-	-	-	4,400	
4. educación básica		36	-	-	-	-	-	-	-	2,400	

Keyword	SERP Features	KD %	solvefortomorrowlatam.com		globalteacherprize.org		educacion.stem.siemens-stiftung.org/experimento/		solvefortomorrowlatam.com		Volume
			31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	
5. bachillerato		33		-		-		-		-	2,400
6. secundaria		50		-		-		-		-	2,400
7. stem		42		-		-		-		-	2,400
8. aprendizaje basado en proyectos		34		-		-		-		-	1,900
9. clase de matemáticas		48		-		-		-		-	480
10. proyectos de emprendimiento		27		-		-		-		-	390
11. clase de química		43		-		-		-		-	140
12. clase de arte		36		-		-		-		-	40
13. educación transformadora		16		-		-		-		-	20
14. clase de tecnología		36		-		-		-		-	20
15. clase de ciencias		27		-		-		-		-	20
16. solve for tomorrow		46	1	0		-		-	2	0	20
17. herramientas para docentes		22		-		-		-		-	10
18. soluciones para el futuro		31	5	0		-		-		-	10
19. premios para profesores		24		-		-		-		-	10
20. proyecto de arte en escuela		23		-		-		-		-	n/a
21. solve for tomorrow américa central		12	2	0		-		-	26	+33	n/a
22. clase de ingeniería		28		-		-		-		-	n/a
23. solve for tomorrow latinoamerica		25	1	0		-		-	2	0	n/a
24. solve for tomorrow ecuador		26	1	0		-		-	92	-89	n/a

## País - Ecuador - Celular

### Position Tracking: Overview

solvefortomorrowlatam.com | Phone, Ecuador (Google) | Organic | Aug 01 – 31, 2025

Visibility

**14.84%** +0.47%



This metric is based on CTR and shows a domain's progress in the Google top 100. The more visibility you have, the better. A 100-percent visibility would mean that the domain being tracked is ranking in the first position for all keywords in your campaign.

Estimated Traffic

**0.27** +0.01



The estimated amount of traffic your domain is receiving while ranking for the keywords in your current campaign. It is calculated by multiplying the average CTR for each position your domain has by its keyword volume.

Average Position

**79.54** ↑ 0.13



The average ranking of all keywords in your current campaign.

### Position Tracking: Keywords Overview

solvefortomorrowlatam.com | Phone, Ecuador (Google) | Organic | Aug 01 – 31, 2025

Top 3

**4**

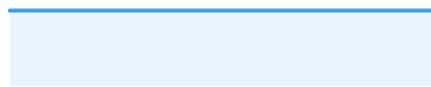
new 0  
lost 0



Top 10

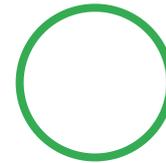
**5**

new 0  
lost 0



Improved vs. Declined

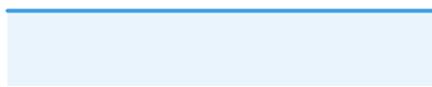
**1** vs. **0**



Top 20

**5**

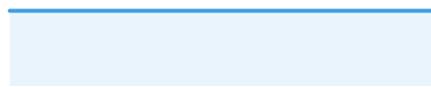
new 0  
lost 0



Top 100

**5**

new 0  
lost 0



### Position Tracking: Top Competitors by Visibility

solvefortomorrowlatam.com | Phone, Ecuador (Google) | Organic | Aug 01 – 31, 2025

Domain	Visibility ▼	Est. Traffic
<a href="#">solvefortomorrowlatam.com</a>	14.84% <span style="color: green;">+0.47</span>	0.27 <span style="color: green;">+0.01</span>
<a href="#">globalteacherprize.org</a>	4.17% <span style="color: green;">+3.47</span>	0.12 <span style="color: green;">+0.10</span>
<a href="#">solvefortomorrowlatin.com</a>	2.99% <span style="color: red;">-1.06</span>	0.08 0

### Position Tracking: Top Keywords by Positive Impact

solvefortomorrowlatam.com | Phone, Ecuador (Google) | Organic | Aug 01 – 31, 2025

Total Positive Impact: +0.47%

Keyword	Pos.	Visibility	Visibility Gain	Volume
soluciones para el futuro	4 <span style="color: green;">↑ 3</span>	0.90%	+0.47%	10.00

i Keywords for which your domain's rankings increased the most in the selected time period

## Position Tracking: Top Pages by Number of Keywords

solvefortomorrowlatam.com | Phone, Ecuador (Google) | Organic | Aug 01 – 31, 2025

URL	Keywords	Avg. Position	Diff	Est. Traffic	Diff
<a href="https://solvefortomorrowlatam.com/es/">https://solvefortomorrowlatam.com/es/</a>	5	12.20	↓ 10.53	0.24	+0.24
<a href="https://solvefortomorrowlatam.com/es/pais/ecuador/">https://solvefortomorrowlatam.com/es/pais/ecuador/</a>	2	2.00	↑ 0.33	0	-0.06
<a href="https://solvefortomorrowlatam.com/en/">https://solvefortomorrowlatam.com/en/</a>	2	4.00	↓ 3.00	0.06	-0.18
<a href="https://solvefortomorrowlatam.com/es/programa/">https://solvefortomorrowlatam.com/es/programa/</a>	1	4.00	↑ 3.00	0.03	+0.01

## Keyword Rankings 1 - 24 (24)

Keyword	SERP Features	KD %	solvefortomorrowlatam.com		globalteacherprize.org		educacion.stem.siemens-stiftung.org/experimento/		solvefortomorrowlatin.com		Volume
			31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	
1. steam		85	-	-	-	-	-	-	-	-	74,000
2. ciencias naturales		44	-	-	-	-	-	-	-	-	14,800
3. design thinking		43	-	-	-	-	-	-	-	-	4,400
4. educación básica		34	-	-	-	-	-	-	-	-	2,400
5. bachillerato		49	-	-	-	-	-	-	-	-	2,400
6. secundaria		60	-	-	-	-	-	-	-	-	2,400
7. stem		47	-	-	-	-	-	-	-	-	2,400
8. aprendizaje basado en proyectos		48	-	-	-	-	-	-	-	-	1,900
9. clase de matemáticas		51	-	-	-	-	-	-	-	-	480
10. proyectos de emprendimiento		21	-	-	-	-	-	-	-	-	390
11. clase de química		45	-	-	-	-	-	-	-	-	140
12. clase de arte		36	-	-	-	-	-	-	-	-	40
13. educación transformadora		17	-	-	-	-	-	-	-	-	20

Keyword	SERP Features	KD %	solvefortomorrowlatam.com		globalteacherprize.org		educacion.stem.siemens-stiftung.org/experimento/		solvefortomorrowlatin.com		Volume
			31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	
14. clase de tecnología		35		-		-		-		-	20
15. clase de ciencias		22		-		-		-		-	20
16. solve for tomorrow		47	1	0		-		-	2	0	20
17. herramientas para docentes		28		-		-		-		-	10
18. soluciones para el futuro		34	4	+3		-		-		-	10
19. premios para profesores		16		-	1	+4		-		-	10
20. proyecto de arte en escuela		19		-		-		-		-	n/a
21. solve for tomorrow américa central		11	2	0		-		-	22	+5	n/a
22. solve for tomorrow latinoamerica		16	1	0		-		-	2	0	n/a
23. solve for tomorrow ecuador		27	1	0		-		-	90	-87	n/a
24. clase de ingeniería		25		-		-		-		-	n/a

## País - Colômbia - Desktop

### Position Tracking: Overview

solvefortomorrowlatam.com | Desktop, Colombia (Google) | Organic | Aug 01 – 31, 2025

Visibility

**6.67%** +0.04%



This metric is based on CTR and shows a domain's progress in the Google top 100. The more visibility you have, the better. A 100-percent visibility would mean that the domain being tracked is ranking in the first position for all keywords in your campaign.

Estimated Traffic

**1.91** +1.73



The estimated amount of traffic your domain is receiving while ranking for the keywords in your current campaign. It is calculated by multiplying the average CTR for each position your domain has by its keyword volume.

Average Position

**83.41** ↑ 2.22



The average ranking of all keywords in your current campaign.

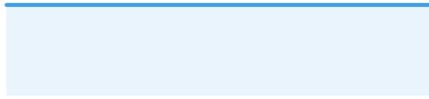
### Position Tracking: Keywords Overview

solvefortomorrowlatam.com | Desktop, Colombia (Google) | Organic | Aug 01 – 31, 2025

Top 3

3

new 0  
lost 0



Top 10

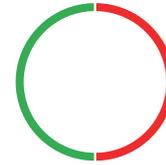
4

new 0  
lost 0



Improved vs. Declined

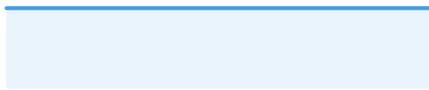
1 vs. 1



Top 20

4

new 0  
lost 0



Top 100

5

new 1  
lost 0



Position Tracking: Top Competitors by Visibility

solvefortomorrowlatam.com | Desktop, Colombia (Google) | Organic | Aug 01 – 31, 2025

Domain	Visibility	Est. Traffic
<a href="https://solvefortomorrowlatam.com">solvefortomorrowlatam.com</a>	6.67% +0.03	1.91 +1.73

Position Tracking: Top Pages by Number of Keywords

solvefortomorrowlatam.com | Desktop, Colombia (Google) | Organic | Aug 01 – 31, 2025

URL	Keywords	Avg. Position	Diff	Est. Traffic	Diff
<a href="https://solvefortomorrowlatam.com/es/">https://solvefortomorrowlatam.com/es/</a>	4	13.25	↑ 13.08	0.17	+0.17
<a href="https://solvefortomorrowlatam.com/es/pais/colombia/">https://solvefortomorrowlatam.com/es/pais/colombia/</a>	1	2.00	↑ 1.50	0	-0.08
<a href="https://solvefortomorrowlatam.com/es/pais/mexico/">https://solvefortomorrowlatam.com/es/pais/mexico/</a>	1	2.00	↑ 98.00	0	0
<a href="https://solvefortomorrowlatam.com/es/programa/">https://solvefortomorrowlatam.com/es/programa/</a>	1	8.00	↓ 1.00	0.01	-0.00
<a href="https://solvefortomorrowlatam.com/es/entrada/stem/">https://solvefortomorrowlatam.com/es/entrada/stem/</a>	1	39.00	↑ 61.00	1.73	+1.73

Keyword Rankings 1 - 27 (27)

Keyword	SERP Features	KD %	solvefortomorrowlatam.com		globalteacherprize.org		educacion.stem.siemens-stiftung.org/experimento/		colab.colombiaaprende.edu.co/buenas-practicas/		Volume
			31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	
1. steam		65	-	-	-	-	-	-	-	201,000	
2. design thinking		36	-	-	-	-	-	-	-	14,800	
3. ciencias naturales		26	-	-	-	-	-	-	-	12,100	

Keyword	SERP Features	KD %	solvefortomorrowlatam.com		globalteacherprize.org		educacion.stem.siemens-stiftung.org/experimento/		colab.colombiaprende.edu.co/buenas-practicas/		Volume
			31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	
4. stem		47	39	+61	-	-	-	-	-	8,100	
5. bachillerato		28	-	-	-	-	-	-	-	3,600	
6. educación media		35	-	-	-	-	-	-	-	2,400	
7. aprendizaje basado en proyectos		44	-	-	-	-	-	-	-	1,900	
8. clase de matemáticas		54	-	-	-	-	-	-	-	720	
9. educación básica		39	-	-	-	-	-	-	-	590	
10. clase de química		44	-	-	-	-	-	-	-	480	
11. clase de tecnología		38	-	-	-	-	-	-	-	480	
12. proyectos de emprendimiento		20	-	-	-	-	-	-	-	390	
13. educación y tecnología		40	-	-	-	-	-	-	-	320	
14. educación secundaria		38	-	-	-	-	-	-	-	320	
15. clase de arte		32	-	-	-	-	-	-	-	70	
16. solve for tomorrow		49	2	0	-	-	-	-	-	40	
17. educación transformadora		16	-	-	-	-	-	-	-	30	
18. clase de ciencias		22	-	-	-	-	-	-	-	30	
19. herramientas para docentes		36	-	-	-	-	-	-	-	20	
20. tecnología y computación		35	-	-	-	-	-	-	-	10	
21. soluciones para el futuro		27	8	-1	-	-	-	-	-	10	
22. premios para profesores		23	-	-	-	-	-	-	-	10	
23. educar en stem		24	-	-	-	-	-	-	-	n/a	

Keyword	SERP Features	KD %	solvefortomorrowlatam.com		globalteacherpri ze.org		educacion.stem.siemens-stiftu ng.org/experimento/		colab.colombiaaprende.edu.c o/buenas-practicas/		Volume
			31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	
24. proyecto de arte en escuela		17		-		-		-		-	n/a
25. solve for tomorrow américa central		15	<a href="#">1</a>	0		-		-		-	n/a
26. solve for tomorrow colombia		23	<a href="#">2</a>	0		-		-		-	n/a
27. clase de ingeniería		32		-		-		-		-	n/a

## País - Colômbia - Celular

### Position Tracking: Overview

solvefortomorrowlatam.com | Phone, Colombia (Google) | Organic | Aug 01 - 31, 2025

Visibility

**6.54%** -0.33%



This metric is based on CTR and shows a domain's progress in the Google top 100. The more visibility you have, the better. A 100-percent visibility would mean that the domain being tracked is ranking in the first position for all keywords in your campaign.

Estimated Traffic

**1.90** +1.71



The estimated amount of traffic your domain is receiving while ranking for the keywords in your current campaign. It is calculated by multiplying the average CTR for each position your domain has by its keyword volume.

Average Position

**83.48** ↑ 2.08



The average ranking of all keywords in your current campaign.

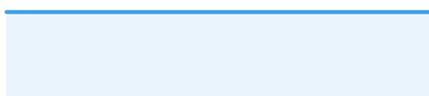
### Position Tracking: Keywords Overview

solvefortomorrowlatam.com | Phone, Colombia (Google) | Organic | Aug 01 - 31, 2025

Top 3

**3**

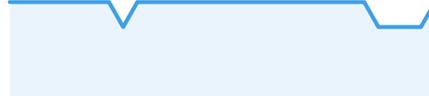
new 0  
lost 0



Top 10

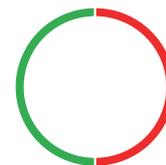
**4**

new 0  
lost 0



Improved vs. Declined

**1** vs. **1**



Top 20

4

new 0  
lost 0

Top 100

5

new 1  
lost 0



### Position Tracking: Top Competitors by Visibility

solvefortomorrowlatam.com | Phone, Colombia (Google) | Organic | Aug 01 – 31, 2025

Domain	Visibility	Est. Traffic
colombiaaprende.edu.co	9.86% +0.60	110.81 -5.19
solvefortomorrowlatam.com	6.54% -0.33	1.90 +1.72
globalteacherprize.org	3.70% +3.70	0.12 +0.12

### Position Tracking: Top Keywords by Positive Impact

solvefortomorrowlatam.com | Phone, Colombia (Google) | Organic | Aug 01 – 31, 2025

Total Positive Impact: +0.07%

Keyword	Pos.	Visibility	Visibility Gain	Volume
stem	39 ↑ 61	0.07%	+0.07%	8,100.0

*Keywords for which your domain's rankings increased the most in the selected time period*

### Position Tracking: Top Pages by Number of Keywords

solvefortomorrowlatam.com | Phone, Colombia (Google) | Organic | Aug 01 – 31, 2025

URL	Keywords	Avg. Position	Diff	Est. Traffic	Diff
https://solvefortomorrowlatam.com/es/	4	17.25	↑ 0.75	0.17	+0.17
https://solvefortomorrowlatam.com/es/pais/colombia/	1	2.00	↑ 1.50	0	-0.08
https://solvefortomorrowlatam.com/es/faq/	1	3.00	↑ 97.00	0	0
https://solvefortomorrowlatam.com/es/programa/	1	10.00	↓ 5.00	0.01	-0.01
https://solvefortomorrowlatam.com/es/entrada/stem/	1	39.00	↑ 61.00	1.73	+1.73

### Keyword Rankings 1 - 27 (27)

Keyword	SERP Features	KD %	solvefortomorrowlatam.com		globalteacherprize.org		colab.colombiaaprende.edu.co/buenas-practicas/		contenidos.colombiaaprende.edu.co		Volume
			31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	
1. steam		72		-		-			-		201,000
2. design thinking		52		-		-			-		14,800

Keyword	SERP Features	KD %	solvefortomorrowlatam.com		globalteacherpri ze.org		colab.colombiaprende.edu.co/ buenas-practicas/		contenidos.colombiaprende.edu.co		Volume
			31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	
3. ciencias naturales		51		-		-		-		-	12,100
4. stem		49	39	+61		-		-		-	8,100
5. bachillerato		38		-		-		-		-	3,600
6. educación media		35		-		-		-		-	2,400
7. aprendizaje basado en proyectos		48		-		-		-		-	1,900
8. clase de matemáticas		38		-		-		-		-	720
9. educación básica		41		-		-		-		-	590
10. clase de química		49		-		-		-		-	480
11. clase de tecnología		43		-		-		-		-	480
12. proyectos de emprendimiento		34		-		-		-		-	390
13. educación y tecnología		40		-		-		-		-	320
14. educación secundaria		40		-		-		-		-	320
15. clase de arte		30		-		-		-		-	70
16. solve for tomorrow		50	2	0		-		-		-	40
17. educación transformadora		19		-		-		-		-	30
18. clase de ciencias		23		-		-		-		-	30
19. herramientas para docentes		27		-		-		-		-	20
20. tecnología y computación		34		-		-		-		-	10
21. soluciones para el futuro		29	10	-5		-		-		-	10
22. premios para profesores		18		-	1	+99		-		-	10

Keyword	SERP Features	KD %	solvefortomorrowlatam.com		globalteacherprize.org		colab.colombiaprende.edu.co/buenas-practicas/		contenidos.colombiaprende.edu.co		Volume
			31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	
23. educar en stem		42		-		-		-		-	n/a
24. solve for tomorrow colombia		24	2	0		-		-		-	n/a
25. proyecto de arte en escuela		17		-		-		-		-	n/a
26. solve for tomorrow américa central		14	1	0		-		-		-	n/a
27. clase de ingeniería		35		-		-		-		-	n/a