



SFTL - Monitoramento de posição

Grupo 7

México

Desktop e mobile

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Análise do período

Monitoramento de Posição – Grupo 7 (México) – Agosto/2025

México

Desktop

- Visibilidade: **4,01%** (alta de +0,53)
- Tráfego estimado: **4,96** (+4,24)
- Posição média: **84,52** (piorou +2,87)

Mobile

- Visibilidade: **4,02%** (alta de +0,54)
- Tráfego estimado: **5,08** (+4,36)
- Posição média: **84,48** (piorou +2,91)

Observações

Palavras-chave principais: *steam, proyectos, ciencias naturales, bachillerato, design thinking, solve for tomorrow mexico.*

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

Concorrência: **movimientostem.org** (0,82% visibilidade, tráfego estimado 36,81) e **globalteacherprize.org**.

Situação: forte crescimento em tráfego e leve alta em visibilidade, mas posições médias ainda muito elevadas (>84). Concorrentes locais como **aprenderparejo.mx** aparecem com termos educacionais competitivos.

Síntese Geral do Grupo 7

- O México apresentou **ganho relevante em tráfego estimado** (+4,3), mostrando potencial de expansão.

- A **visibilidade** teve pequena alta, mas ainda limitada (4%).
- As **posições médias permanecem distantes**, limitando cliques orgânicos.
- O país segue com forte dependência de termos genéricos em STEM e de marca, sem grande capilaridade em cauda longa.

Recomendações para o Grupo 7

1. **Explorar cauda longa educacional:** *nivel medio superior, educación secundaria, clase de matemáticas/química/tecnología* — já aparecem no monitoramento com bom potencial.
2. **Otimização on-page em /es/pais/mexico/:** enriquecer conteúdo com dados locais, cases e práticas.
3. **Fortalecer link building no México** em domínios de educação formal e ONGs.
4. **Melhorar titles e descriptions** para diferenciar-se de concorrentes como movimientostem.org.
5. **Mobile-first:** já apresenta tráfego maior que desktop, então precisa ser priorizado em performance e usabilidade.

País - México - Desktop

Position Tracking: Overview

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

Visibility

4.01% +0.53%



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

4.96 +4.24



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

84.52 ↑ 2.87



The average ranking of all keywords in your current campaign.

Position Tracking: Keywords Overview

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

Top 3

2

new 0
lost 0



Top 10

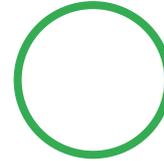
3

new 0
lost 0



Improved vs. Declined

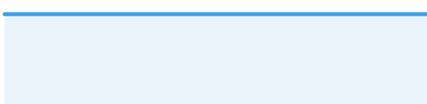
2 vs. **0**



Top 20

3

new 0
lost 0



Top 100

4

new 1
lost 0



Position Tracking: Top Competitors by Visibility

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

Domain	Visibility ▼	Est. Traffic
solvefortomorrowlatam.com	4.01% +0.54	4.96 +4.24
movimientostem.org	0.82% -3.66	36.81 -182.81

Position Tracking: Top Keywords by Positive Impact

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

Total Positive Impact: **+0.53%**

Keyword	Pos.	Visibility	Visibility Gain ▼	Volume
soluciones para el futuro	4 ↑ 2	0.94%	+0.45%	10.00
stem	36 ↑ 64	0.08%	+0.08%	18,100

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 | Desktop, Mexico (Google) | Organic | Aug 01 – 31, 2025

URL	Keywords ▼	Avg. Position	Diff	Est. Traffic	Diff
https://solvefortomorrowlatam.com/es/	3	17.67	↑ 10.83	0.71	+0.71
https://solvefortomorrowlatam.com/es/pais/mexico/	1	2.00	↑ 2.00	0	-0.35
https://solvefortomorrowlatam.com/en/	1	3.00	↓ 1.00	0.54	-0.17
https://solvefortomorrowlatam.com/es/programa/	1	4.00	↑ 2.00	0.03	+0.01

URL	Keywords ▼	Avg. Position	Diff	Est. Traffic	Diff
https://solvefortomorrowlatam.com/es/entrada/stem/	1	36.00	↑ 64.00	4.22	+4.22

Keyword Rankings 1 - 23 (23)

Keyword	SERP Features	KD %	solvefortomorrowlatam.com		globalteacherprize.org		movimientostem.org		aprenderparejox.com		Volume
			31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	
1. steam		73		-		-		-		-	450,000
2. proyectos		58		-		-		-		-	40,500
3. ciencias naturales		42		-		-		-		-	27,100
4. bachillerato		42		-		-		-		-	22,200
5. design thinking		39		-		-		-		-	18,100
6. stem		50	36	+64		-	5	-4		-	18,100
7. aprendizaje basado en proyectos		46		-		-		-		-	9,900
8. nivel medio superior		43		-		-		-		-	2,900
9. educación secundaria		44		-		-		-		-	2,900
10. clase de matemáticas		47		-		-		-		-	1,900
11. clase de química		44		-		-		-		-	390
12. educación transformadora		17		-		-		-		-	210
13. solve for tomorrow		22	2	0		-		-		-	170
14. clase de tecnología		39		-		-		-		-	140
15. enseñanza secundaria		41		-		-		-		-	50
16. clase de ciencias		36		-		-		-		-	50
17. herramientas para docentes		37		-		-		-		-	30
18. de emprendimiento		49		-		-		-		-	20
19. educación técnica y tecnológica		28		-		-		-		-	10
20. soluciones para el futuro		28	4	+2		-		-		-	10
21. premios para profesores		28		-		-	31	-13		-	10

Keyword	SERP Features	KD %	solvefortomorrowlatam.com		globalteacherprize.org		movientostem.org		aprenderparejo.mx		Volume
			31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	31 Aug	Diff	
22. clase de ingeniería		32		-		-		-		-	n/a
23. solve for tomorrow mexico		16	2	0		-		-		-	n/a

País - México - Celular

Position Tracking: Overview

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

Visibility

4.02% +0.54%



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.

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The average ranking of all keywords in your current campaign.

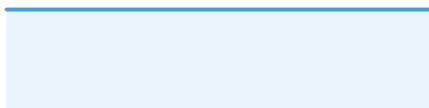
Position Tracking: Keywords Overview

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

Top 3

2

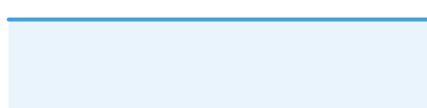
new 0
lost 0



Top 10

3

new 0
lost 0



Improved vs. Declined
vs.

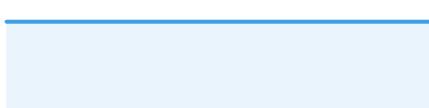
2 vs. **0**



Top 20

3

new 0
lost 0



Top 100

4

new 1
lost 0



Position Tracking: Top Competitors by Visibility

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

Domain	Visibility ▼	Est. Traffic
solvefortomorrowlatam.com	4.01% +0.54	4.96 +4.24

Position Tracking: Top Keywords by Positive Impact

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

Total Positive Impact: **+0.54%**

Keyword	Pos.	Visibility	Visibility Gain ▼	Volume
soluciones para el futuro	4 ↑ 2	0.94%	+0.45%	10.00
stem	35 ↑ 65	0.09%	+0.09%	18,100

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, Mexico (Google) | Organic | Aug 01 – 31, 2025

URL	Keywords ▼	Avg. Position	Diff	Est. Traffic	Diff
https://solvefortomorrowlatam.com/es/	3	14.00	↑ 14.00	0.71	+0.71
https://solvefortomorrowlatam.com/es/pais/mexico/	1	2.00	↑ 2.00	0	0
https://solvefortomorrowlatam.com/en/	1	4.00	↓ 2.00	0.45	-0.26
https://solvefortomorrowlatam.com/es/programa/	1	4.00	↑ 2.00	0.03	+0.01
https://solvefortomorrowlatam.com/es/entrada/stem/	1	35.00	↑ 65.00	4.34	+4.34

Keyword Rankings 1 - 23 (23)

Keyword	SERP Features	KD%	solvefortomorrowlatam.com		Volume ▼
			31 Aug	Diff	
1. steam		83		-	450,000
2. proyectos		54		-	40,500
3. ciencias naturales		46		-	27,100
4. bachillerato		38		-	22,200
5. design thinking		38		-	18,100
6. stem		46	35	+65	18,100
7. aprendizaje basado en proyectos		42		-	9,900
8. nivel medio superior		41		-	2,900
9. educación secundaria		37		-	2,900
10. clase de matemáticas		49		-	1,900

Keyword	SERP Features	KD%	solvefortomorrowlatam.com		Volume ▾
			31 Aug	Diff	
11. clase de química		39		-	390
12. educación transformadora		16		-	210
13. solve for tomorrow		33	2	0	170
14. clase de tecnología		33		-	140
15. enseñanza secundaria		29		-	50
16. clase de ciencias		19		-	50
17. herramientas para docentes		35		-	30
18. de emprendimiento		45		-	20
19. educación técnica y tecnológica		26		-	10
20. soluciones para el futuro		32	4	+2	10
21. premios para profesores		21		-	10
22. clase de ingeniería		31		-	n/a
23. solve for tomorrow mexico		11	2	0	n/a