



# ThumbWind Publications



Mission & Roadmap



# About

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*Designated as the Wind Energy Capital of the Great Lakes, Michigan's Upper Thumb is a fascinating region of farming, renewable energy production and tourism. The Thumb offers a playground of festivals, art galleries, and fairs with the ability to play on the water and the sugar sand beaches along beautiful Saginaw Bay and explore a rich agricultural interior full of amazing sites and history.*

*Thumbwind.com is a regional blog/website focused on stories, current events and history of the Great Lakes with particular interest in Michigan's Thumb region. The site began as a Wind Industry focus in 2009 and has experienced 400% growth during the last 5 years. The site currently entertains and informs approximately 25,000 US based visitors a month.*

# Thumbwind Publication's Network of Sites

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**TwoVerbs.com** - A development property for dynamic content and uplifting news in the United States

**Upperthumb.com** - This is currently utilized as a redirect landing page and is being reserved for future development

**Ora-labora.org** - Ora Labora is an educational and research site dedicated to the recognition of the German Colony on Wild Fowl Bay from 1962-1867. Our goal is to provide verifiable and primary source information on the formation, operation and demise of the colony.

**Michigan4you.com** - An alternate site to offers stories about the Great Lakes State. Places to see, great things to eat, roads to explore and here and there, a sprinkling of history that we will bet you didn't know.

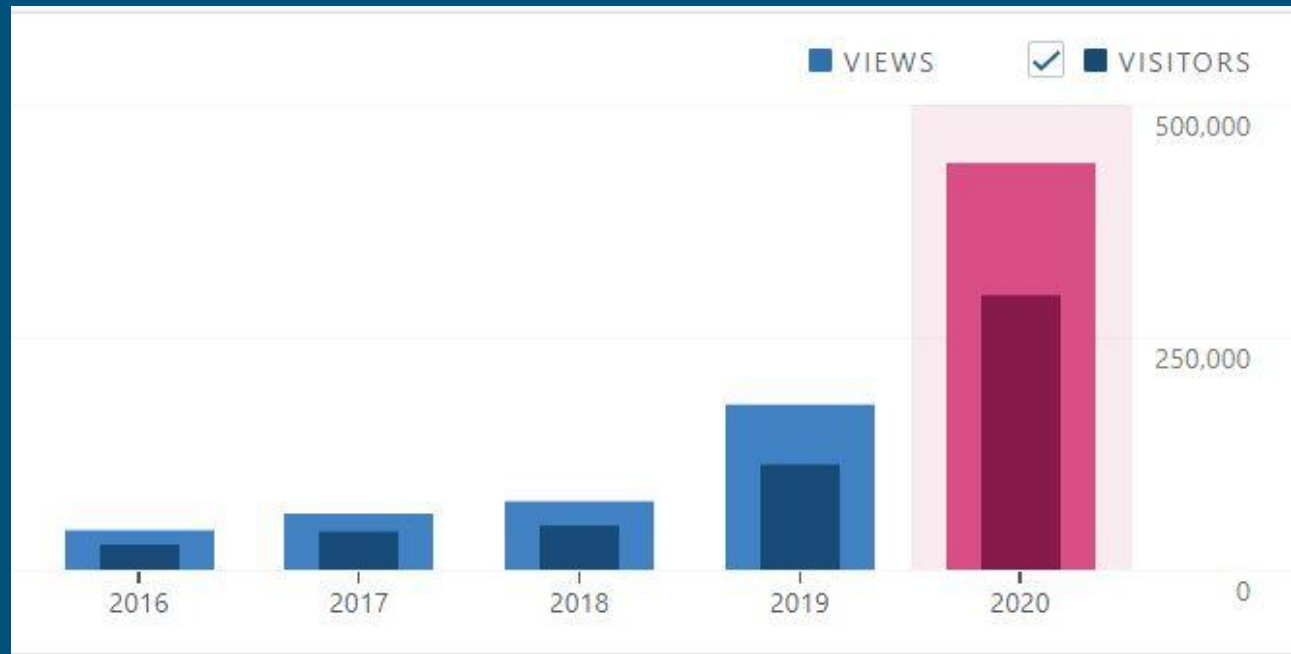
**Thumbwind.com** - Our flagship site for topics covering Michigan's Upper Thumb in following areas; Renewable Energy, Tourism, Agricultural and History of the region.

# ThumbWinds 5 Year Growth

2019 had 177,000 views.

2020 had 456,000 views

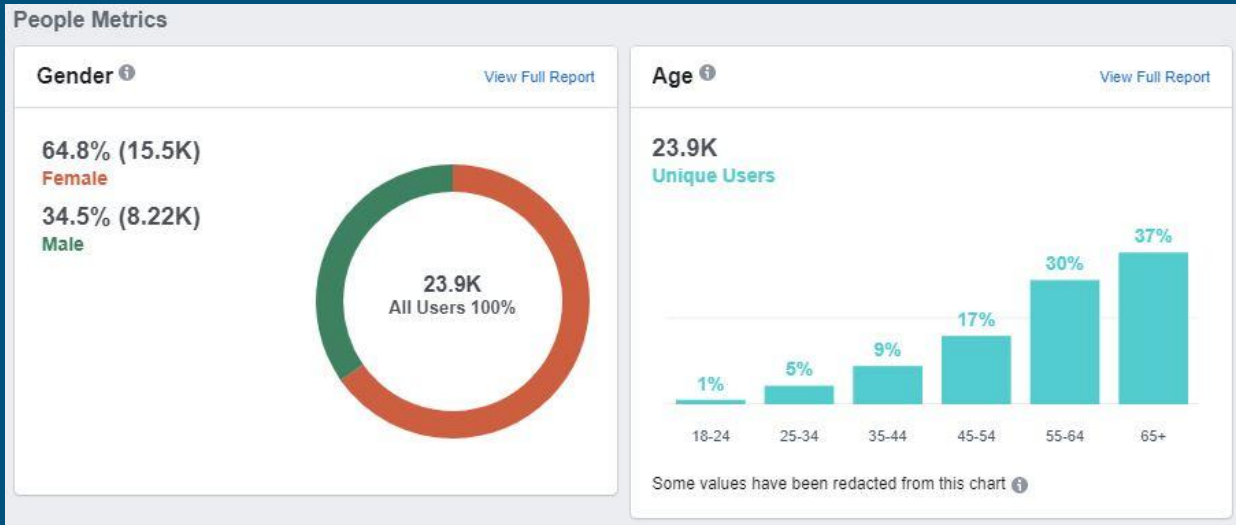
Exceeded 2020 target of 400,000 views. A YoY growth rate of 125%



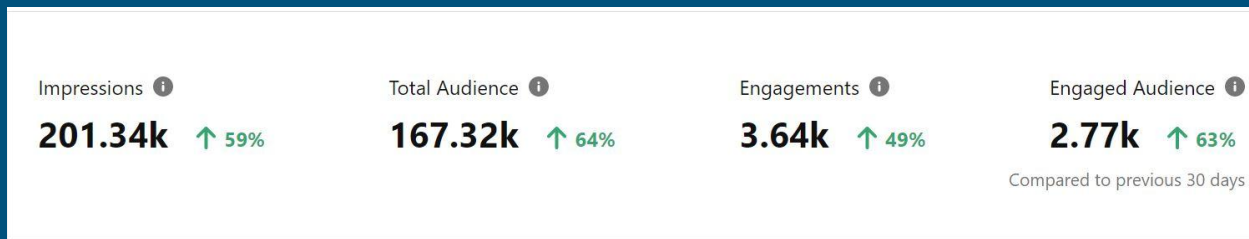
# Followers

Wordpress	400
Facebook	8,500
Twitter	1,900
Email Subs	2,000
Pinterest	1,900
Instagram	400


## Facebook



## Pinterest



# Audience

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
					
Country			↓ Clicks	Impressions	
United States			145,647	3,238,008	
Canada			1,832	104,732	
United Kingdom			388	123,083	
India			232	78,506	
Australia			205	22,657	
Germany			152	21,713	
Nigeria			122	6,099	
Philippines			109	25,064	

# Search Engine Optimization (SEO)

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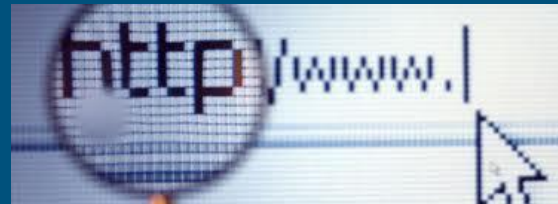
Keywords Recognized: 3,000 (+200% from last year)

Domain Authority: 32 (Moz), 38 (Semrush)

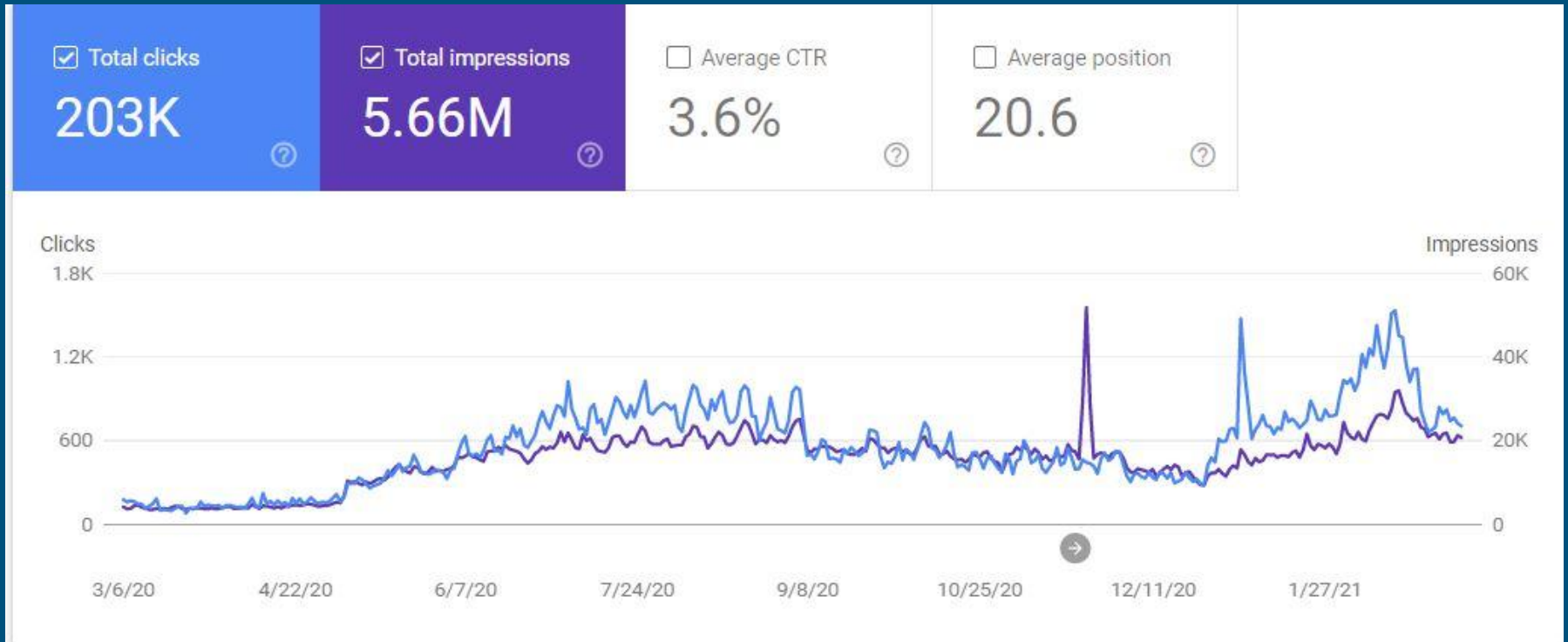
External Links: 4,700 (+200%) Domains : 294 domains

Monthly Organic Searches: 15,500 (November 2020)

Indexed Links: 1,200 (All posts indexed by Google)



# Search Traffic (Last 12 Months)



# Top Keywords

## Keywords by Estimated Clicks

Estimated clicks for top keywords, based on volume and CTR.

Keyword	Visibility
caseville mi	303
port austin mi	160
turnip rock	160
michigan food	157
michigan foods	67
do great lakes freeze	33
port austin webcam	18

## Top Ranking Keywords

Your top keywords sorted by ranking position.

Keyword	Rank
caseville mi	1
michigan food	1
michigan foods	1
do great lakes freeze	1
lake superior monster	1
potato chips made in michigan	1
do the great lakes freeze	1

# Featured Snippets

## Top Featured Snippets

Keywords the site ranks for that trigger a featured snippet.

Keyword	Owned?
michigan food	Yes
michigan foods	Yes
do great lakes freeze	Yes
lake superior monster	Yes
do the great lakes freeze	Yes
all the potato chips made in michigan	Yes
indian trails in tuscola michigan	Yes

# Out Hustle the Competition with Focused Content

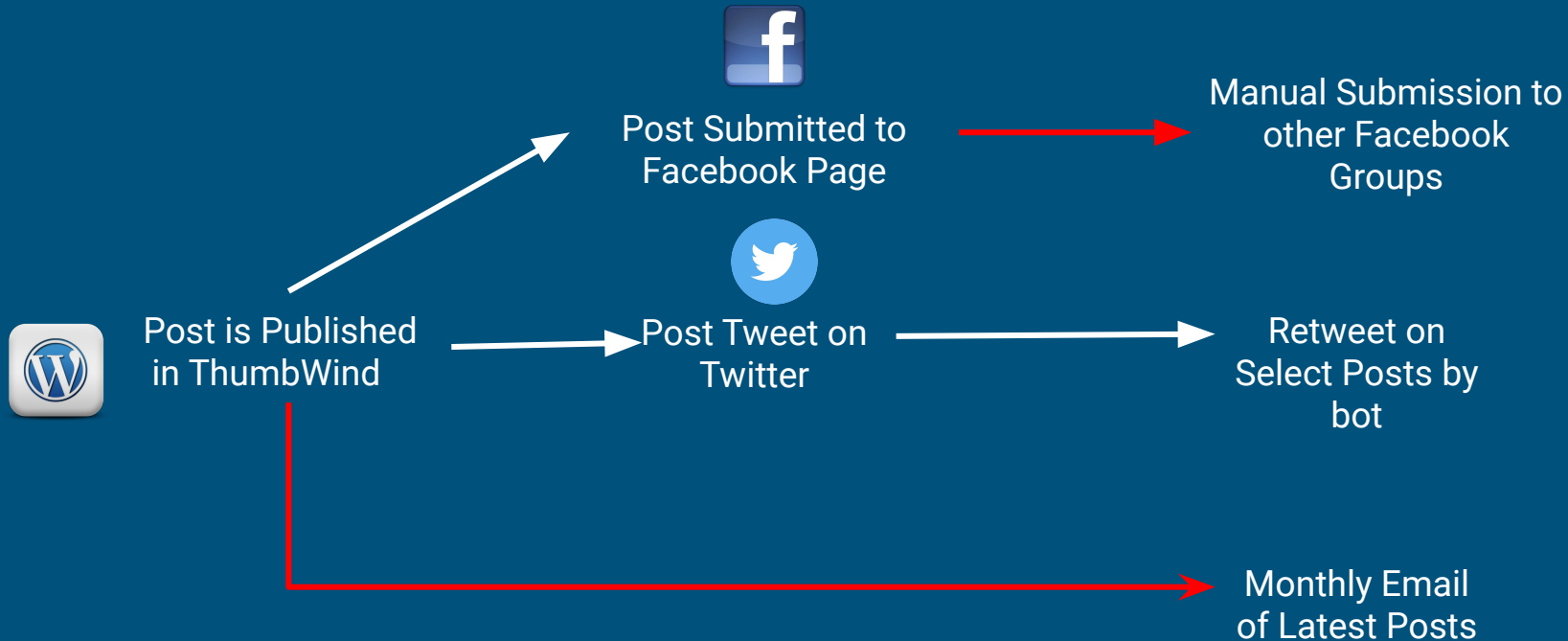
## Top Search Competitors

The competitors that compete for the same keywords as this domain, ranked by visibility.

Domain	Domain Authority	Visibility
thumbwind.com	32	33.13
en.wikipedia.org	98	4.38
envienta.net	27	2.69
www.portaustinkayak.com	37	2.24
www.michigan.org	72	1.39
saginawbay.com	27	1.35
www.mlive.com	87	1.24

# Post Publicity Process

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# Next Opportunities

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Expand content coverage beyond the Upper Thumb to focus on Sanilac, Tuscola and Lapeer counties. Greater Michigan-wide content. This effort started in 2019.

Continue to optimize for mobile users by support of mobile friendly AMP pages

Continue to grow and cover cost with advertising. This covers costs and online advertising to continue audience growth in views and follows.

Expand publisher partnerships - Minden City Herald 2020

Continue to optimize site for compliance with Web Content Accessibility Guidelines - WCAG 2.1 AA