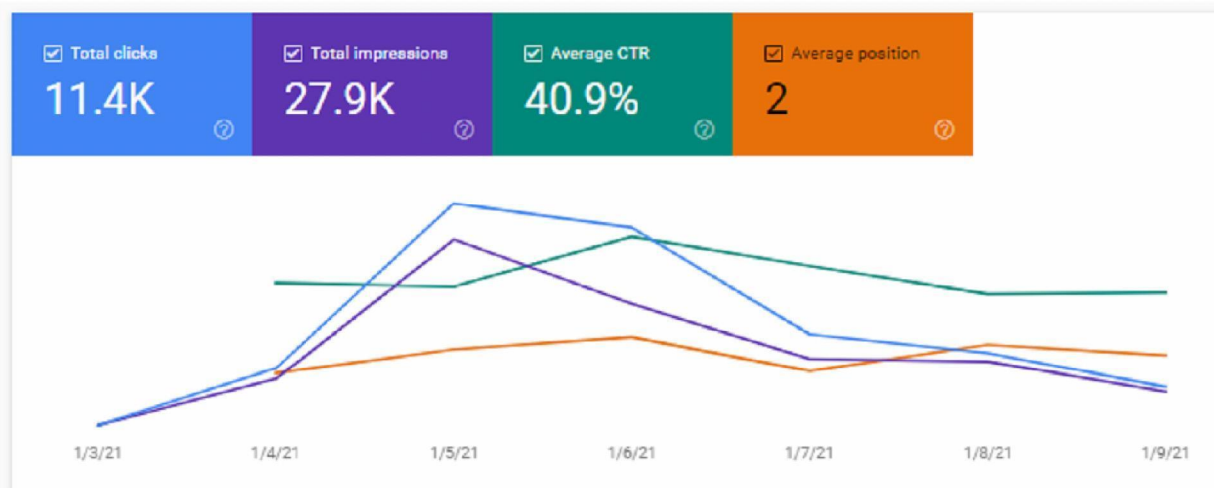


To: [redacted] 5.1.2e [redacted] 5.1.2e [redacted] 5.1.2e [redacted] @rivm.nl; [redacted] 5.1.2e [redacted] 5.1.2e [redacted] 5.1.2e [redacted] 5.1.2e [redacted] @rivm.nl; [redacted] 5.1.2e
[redacted] 5.1.2e [redacted] 5.1.2e [redacted] @rivm.nl; [redacted] 5.1.2e [redacted] 5.1.2e [redacted] @rivm.nl]
From: [redacted] 5.1.2e [redacted] 5.1.2e
Sent: Mon 1/11/2021 12:39:35 PM
Subject: RE: Bezoek afgelopen week aan de faq over coronavaccinatie
Received: Mon 1/11/2021 12:39:37 PM
<https://www.rivm.nl/-Performance-on-Search-2021-01-11.xlsx>

Hallo [redacted] 5.1.2e ea,

Er zijn in het totaal meer dan 1000 queries geweest waarmee mensen naar onze pagina's zijn gegaan. Hieronder heb ik de top 3 google pagina's gepakt met de top query's dat is best veel werk omdat voor alles te doen. Maar met de top 3 krijg je al wel een idee

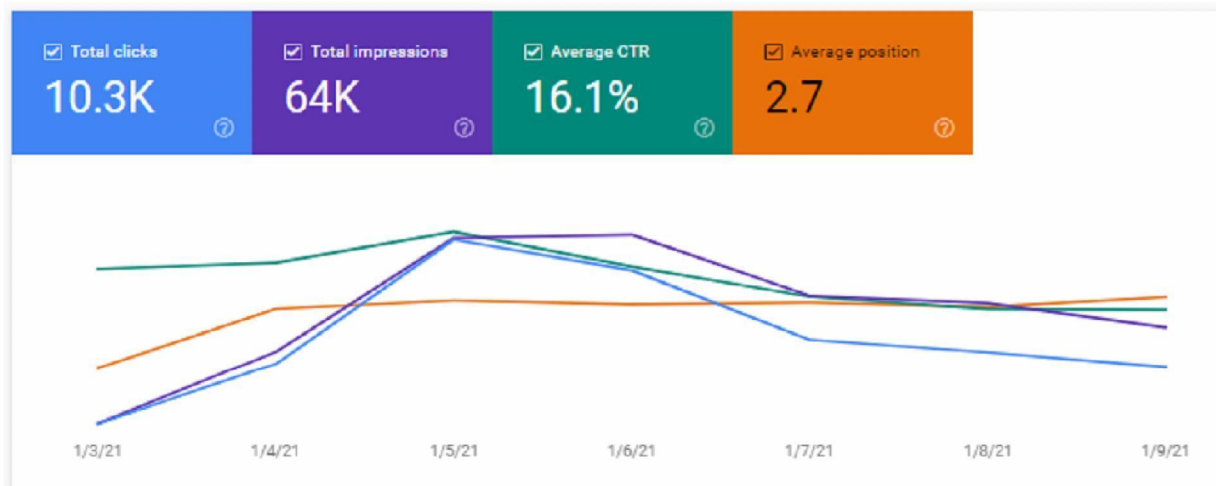
Dit is de eerste pagina in google <https://www.rivm.nl/coronavirus-covid-19/vaccins/vragen-en-antwoorden-coronavaccin/phizer-biontech/heeft-vaccin-invloed-op-mijn-vruchtbaarheid-of-ivf-behandeling>



| QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES | |
|-------------------------------------|-------|-----------|----------|-------------------|-------|----------|
| Query | | | ↓ Clicks | Impressions | CTR | Position |
| coronavaccin vruchtbaarheid | | | 1,306 | 2,383 | 54.8% | 1 |
| coronavaccin en vruchtbaarheid | | | 909 | 1,538 | 59.1% | 1 |
| corona vaccinatie en vruchtbaarheid | | | 518 | 855 | 60.6% | 1.1 |
| pfizer vaccin vruchtbaarheid | | | 481 | 918 | 52.4% | 1 |
| vruchtbaarheid coronavaccin | | | 298 | 545 | 54.7% | 1 |
| vaccinatie corona vruchtbaarheid | | | 295 | 543 | 54.3% | 1 |
| vaccin corona vruchtbaarheid | | | 286 | 635 | 45% | 1 |
| coronavaccin zwanger worden | | | 238 | 573 | 41.5% | 1.7 |
| covid vaccinatie vruchtbaarheid | | | 190 | 411 | 46.2% | 1 |
| covid vaccin vruchtbaarheid | | | 173 | 391 | 44.2% | 1 |

Rows per page: 10 1-10 of 232

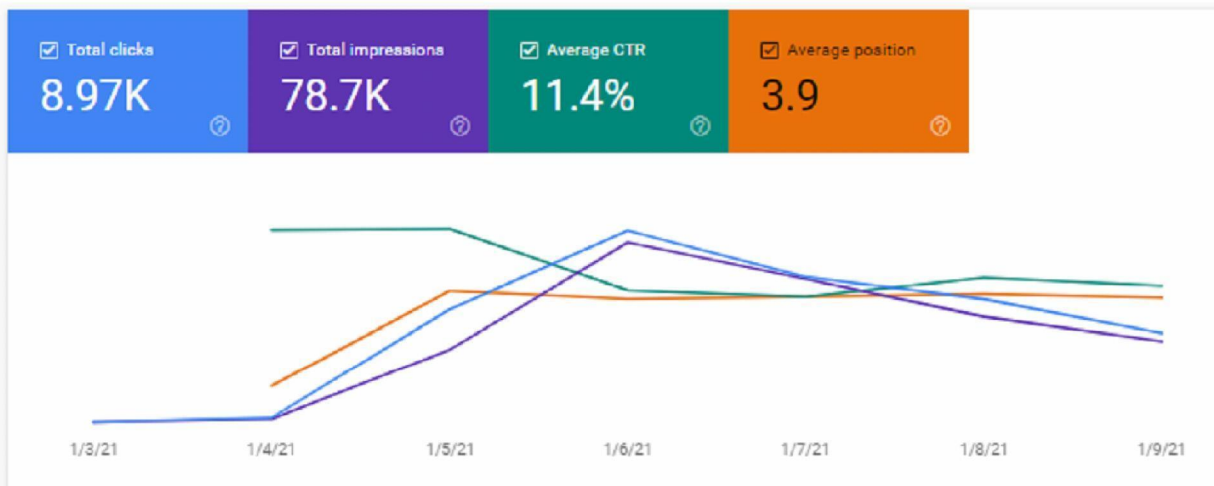
<https://www.rivm.nl/coronavirus-covid-19/vaccins/vragen-en-antwoorden-coronavaccin>



| QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES | |
|-------------------------------|-------|-----------|----------|-------------------|-------|----------|
| Query | | | ↓ Clicks | Impressions | CTR | Position |
| coronavaccin | | | 4,156 | 23,718 | 17.5% | 2.1 |
| corona vaccin | | | 1,636 | 8,982 | 18.2% | 2.1 |
| coronavaccinatie | | | 489 | 5,912 | 8.3% | 3.2 |
| rivm vaccinatie vragen | | | 422 | 559 | 75.5% | 1.1 |
| vragen over vaccin | | | 235 | 398 | 59% | 1.7 |
| vragen coronavaccin | | | 190 | 334 | 56.9% | 1.8 |
| vragen over corona vaccinatie | | | 140 | 618 | 22.7% | 3.1 |
| corona vaccinatie vragen | | | 127 | 292 | 43.5% | 2 |
| vragen | | | 111 | 3,719 | 3% | 1.3 |
| coronavaccins | | | 95 | 877 | 10.8% | 3.4 |

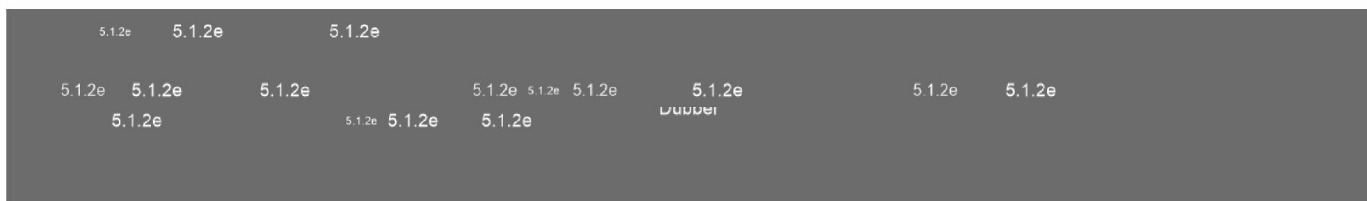
Rows per page: 10 1-10 of 212

<https://www.rivm.nl/coronavirus-covid-19/vaccins/vragen-en-antwoorden-coronavaccin/phizer-biontech/als-ik-na-eerste-vaccinatie-corona-krijg-ben-ik-dan-al-beschermd-of-moet-ik-toch-nog-tweede-prik>



| QUERIES | PAGES | COUNTRIES | DEVICES | SEARCH APPEARANCE | DATES | |
|---------------------------------|-------|-----------|----------|-------------------|-------|----------|
| Query | | | ↓ Clicks | Impressions | CTR | Position |
| eerste vaccinatie | | | 189 | 10,850 | 1.7% | 3.5 |
| hoe lang beschermt coronavaccin | | | 133 | 1,257 | 10.6% | 3.4 |
| hoe lang werkt het vaccin | | | 115 | 2,121 | 5.4% | 5.4 |
| hoe lang immuun na corona | | | 97 | 729 | 13.3% | 1.2 |
| wanneer beschermd na vaccinatie | | | 86 | 174 | 49.4% | 2.2 |
| na vaccinatie besmettelijk | | | 80 | 276 | 29% | 2.8 |
| hoe lang werkt het coronavaccin | | | 79 | 1,518 | 5.2% | 5.4 |
| prik vaccinatie | | | 78 | 1,959 | 4% | 5 |
| hoe lang werkt coronavaccin | | | 72 | 1,342 | 5.4% | 5.8 |
| vaccineren na corona | | | 64 | 718 | 8.9% | 2.6 |

Rows per page: 10 | 1-10 of 409



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