

Use the power of data and engineering to ace your SEO game!



The **MakeSense** platform has been built by SEO professionals and data scientists to solve complex daily SEO problems and answer the following questions:

1. What was the impact of SEO and the relevant trends?
2. Which page is bringing in what kind of traffic?
3. Which pages need to be tweaked to bring in more traffic?
4. Which page is not getting ranked by the search engine?
5. What keywords are helping specific pages rank?
6. What keywords you should aim to rank for specific pages?

Simplify your SEO strategy immediately with **MakeSense**.

Summary [Target Time]

1. Total Organic Traffic Value is **\$17.1** [▼ -39.8%].

2. Total Organic Unique Pageviews is **393.0** [4.5%].

3. Organic Traffic Quality Trends

1. “Good” Traffic – **3** [▼ -50.0%]; “Poor” Traffic – **7** [▼ -22.2%]; “Dead” Traffic – **13** [▲ 62.5%].

2. **34.8%** of pages dropped in traffic quality, **0.0%** of pages increased in traffic quality, **65.2%** of pages no change in traffic quality.

3. **66.7%** of pages with “Good” traffic quality are declining trend (**WATCH**).

4. Keywords Ranking Takeaways

1. Position “1 to 3” – **30** [▲ 114.3%]; Position “4 to 10” – **19** [▲ 46.2%];

2. Position “11 to 20” – **48** [2.1%]; Position “21 to 50” – **68** [▲ 30.8%];

5. Recent Modified Pages – Impact on Quality

1. 1 pages were recently modified in Target Period.

2. **100.0%** of page improved and **0.0%** of page declined in traffic quality.

Extended Summary

5. Total organic traffic has been received from **305** new users and **45** returning users.
6. We have received total **125** clicks & **39.98K** impressions in the target period.
7. There is an increase in impressions of the website from **38.3K** to **39.98K** in the target period.
8. There is a decrease in clicks of the website from **133** to **125** in the target period.
9. There is an increase in impressions of keywords such as “kerkar media” from **863** to **1.26K** and for “best digital marketing company in mumbai” from **98** to **424**.
10. There is an increase in clicks of keywords such as “best digital marketing institute in mumbai” from **2** to **6** and for “best digital marketing courses in mumbai” from **1** to **4**.
11. There is an increase in impressions of category page “[digital-marketing-agency-mumbai](#)” from **1.5K** to **2.31K** and for “[digital-marketing-courses-in-mumbai](#)” from **11.59K** to **12.06K**.
12. There is an increase in clicks of category page “[digital-marketing-courses-in-mumbai](#)” from **19** to **21** and for “[blogs](#)” from **0** to **1**.
13. **100.0%** of total traffic is driven from English pages and **0.0%** of total traffic is driven from Non-English pages in the target period.
14. **100.0%** of pages are Mobile Friendly.

Extended Summary

15. From total number of search keywords -

1. **54.1%** improved their ranking position.
2. **37.3%** decreased their ranking position.
3. **0%** had no change in their ranking position.

16. Core Web Vitals (For Mobile) -

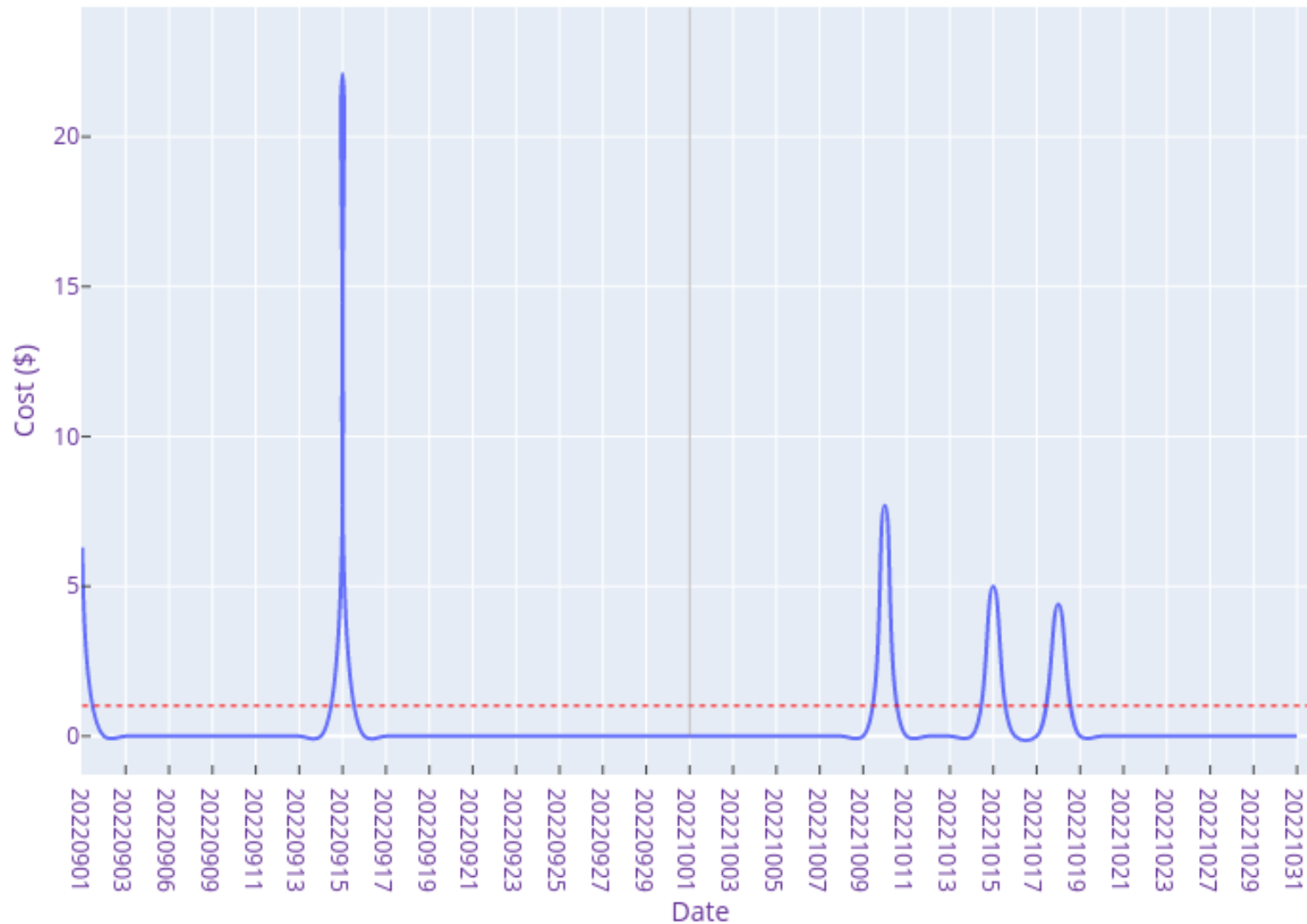
1. **7.7%** are Poor.
2. **92.3%** Needs Improvement.
3. **0.0%** are Good.

17. Core Web Vitals (For Desktop) -

1. **3.8%** are Poor.
2. **96.2%** Needs Improvement.
3. **0.0%** are Good.

2.1. Organic Traffic Value Growth - \$ USD

“Reference Time vs. Target Time”

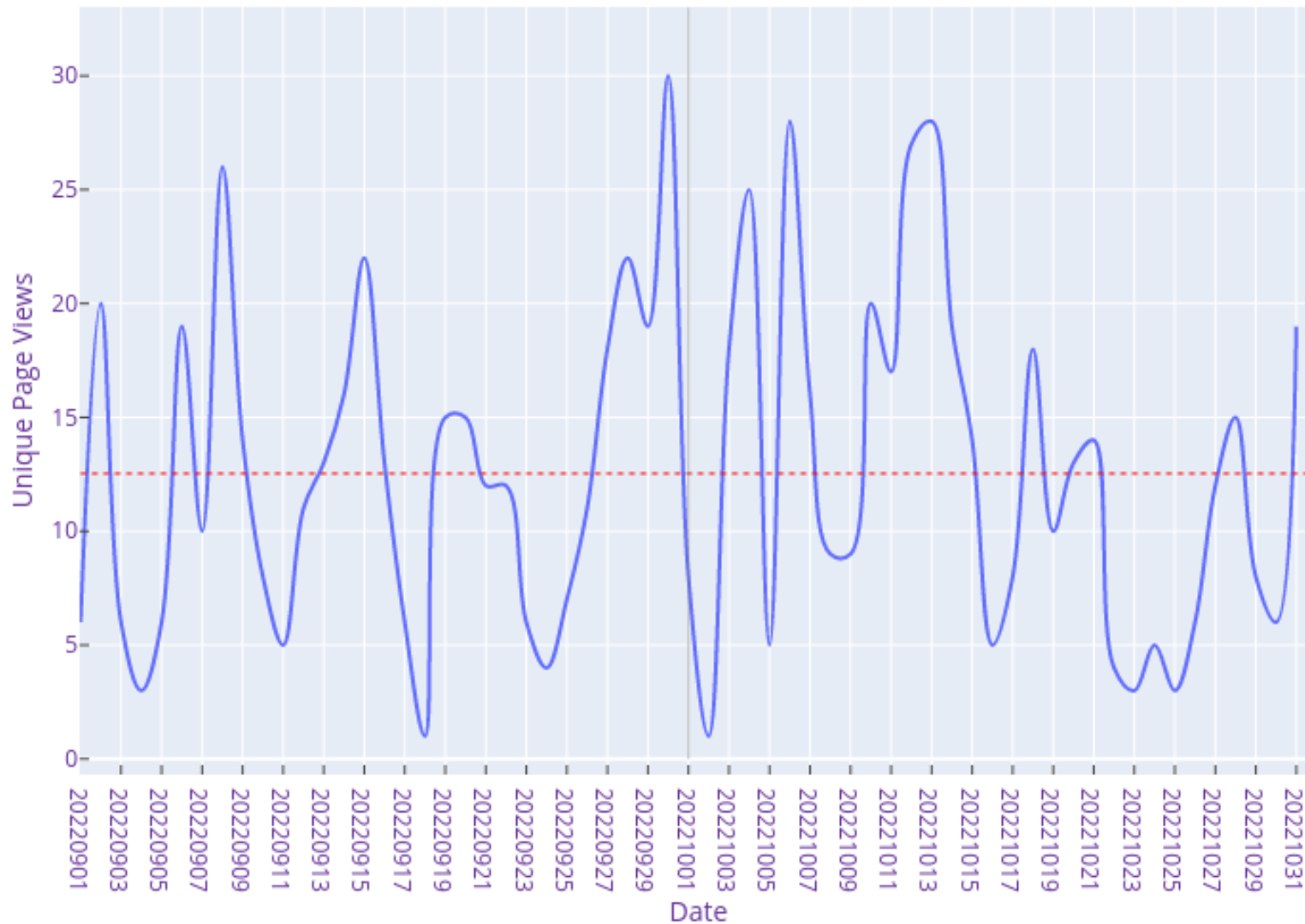


Average Daily Traffic Value in \$ [Reference Time]	1.0
Average Daily Traffic Value in \$ [Target Time]	0.6
% Change	▼ -41.9%

Total Traffic Value in \$ [Reference Time]	28.4
Total Traffic Value in \$ [Target Time]	17.1
% Change	▼ -39.8%

2.2. Traffic Growth – Unique Pageviews

“Reference Time vs. Target Time”

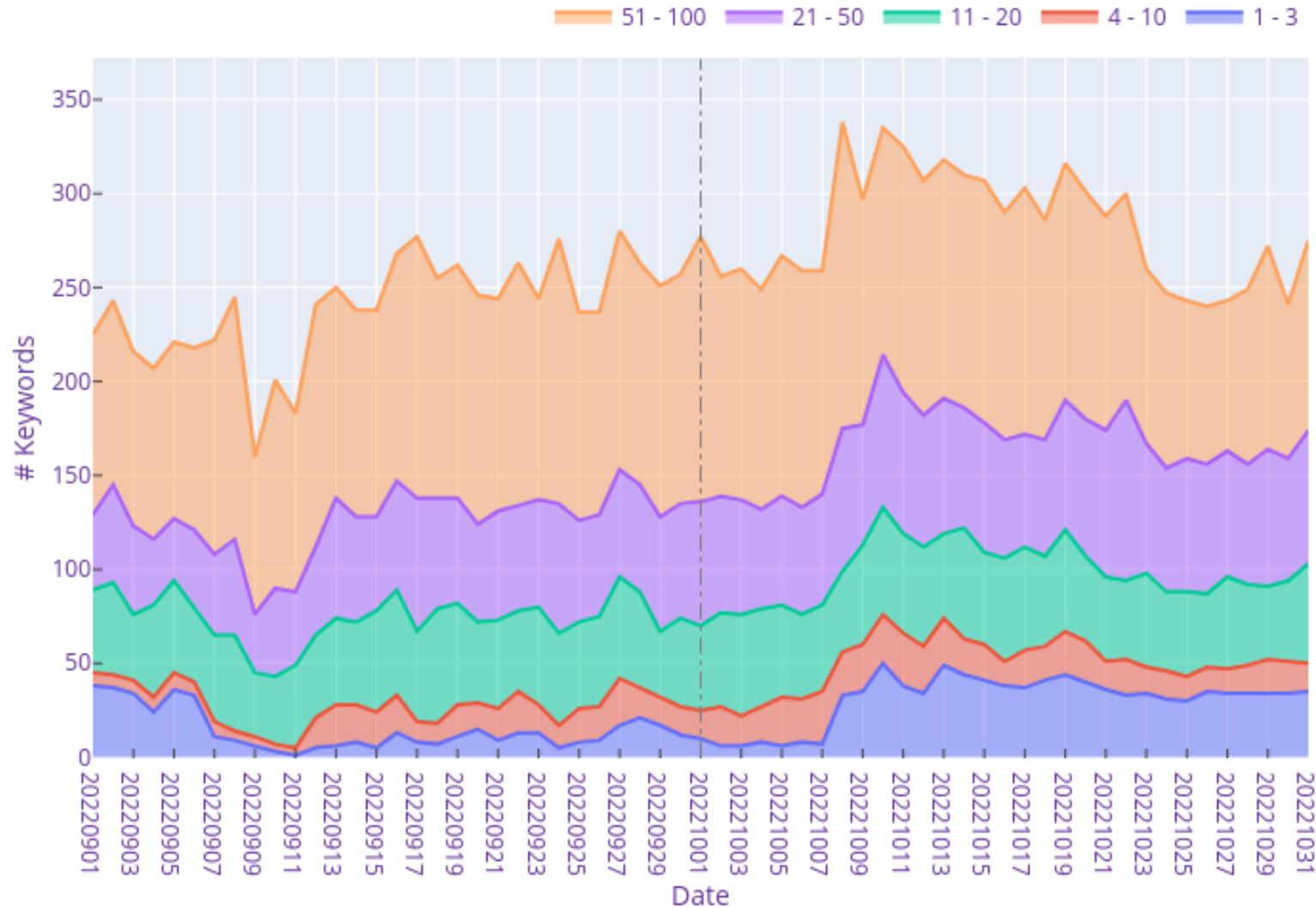


Average Daily Unique Pageviews [Reference Time]	12.5
Average Daily Unique Pageviews [Target Time]	12.7
% Change	1.1%

Total Unique Pageviews [Reference Time]	376.0
Total Unique Pageviews [Target Time]	393.0
% Change	4.5%

2.3. Keywords Ranking Growth

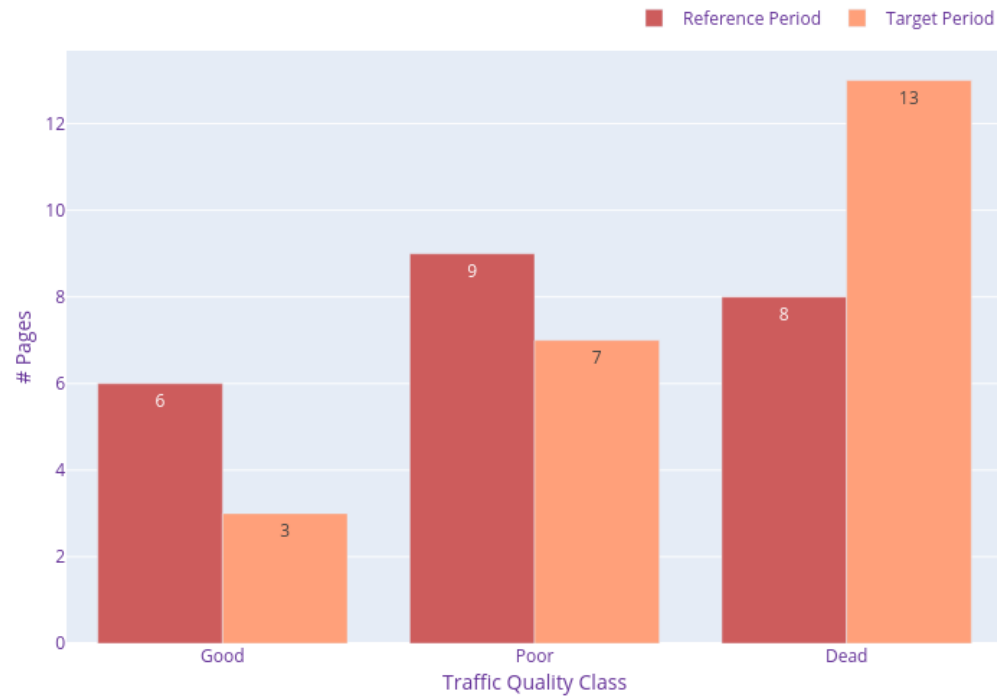
“Reference Time vs. Target Time”



Keyword Positions	#Keywords in Reference Time	#Keywords in Target Time	% Change
1 - 3	14	30	▲ 114.3%
4 - 10	13	19	▲ 46.2%
11 - 20	47	48	2.1%
21 - 50	52	68	▲ 30.8%
51 - 100	113	115	1.8%

2.4. Page Traffic Quality Analysis

“Reference Time vs. Target Time”



Traffic Quality Class	No. of Pages in Reference	No. of Pages in Target	% Change
Good	6	3	▼ -50.0%
Poor	9	7	▼ -22.2%
Dead	8	13	▲ 62.5%

“Traffic Quality Classification Change Analysis”



		Target Period		
		Good	Poor	Dead
Reference Period	#page class change			
	Good	3	3	0
	Poor	0	4	5
	Dead	0	0	8

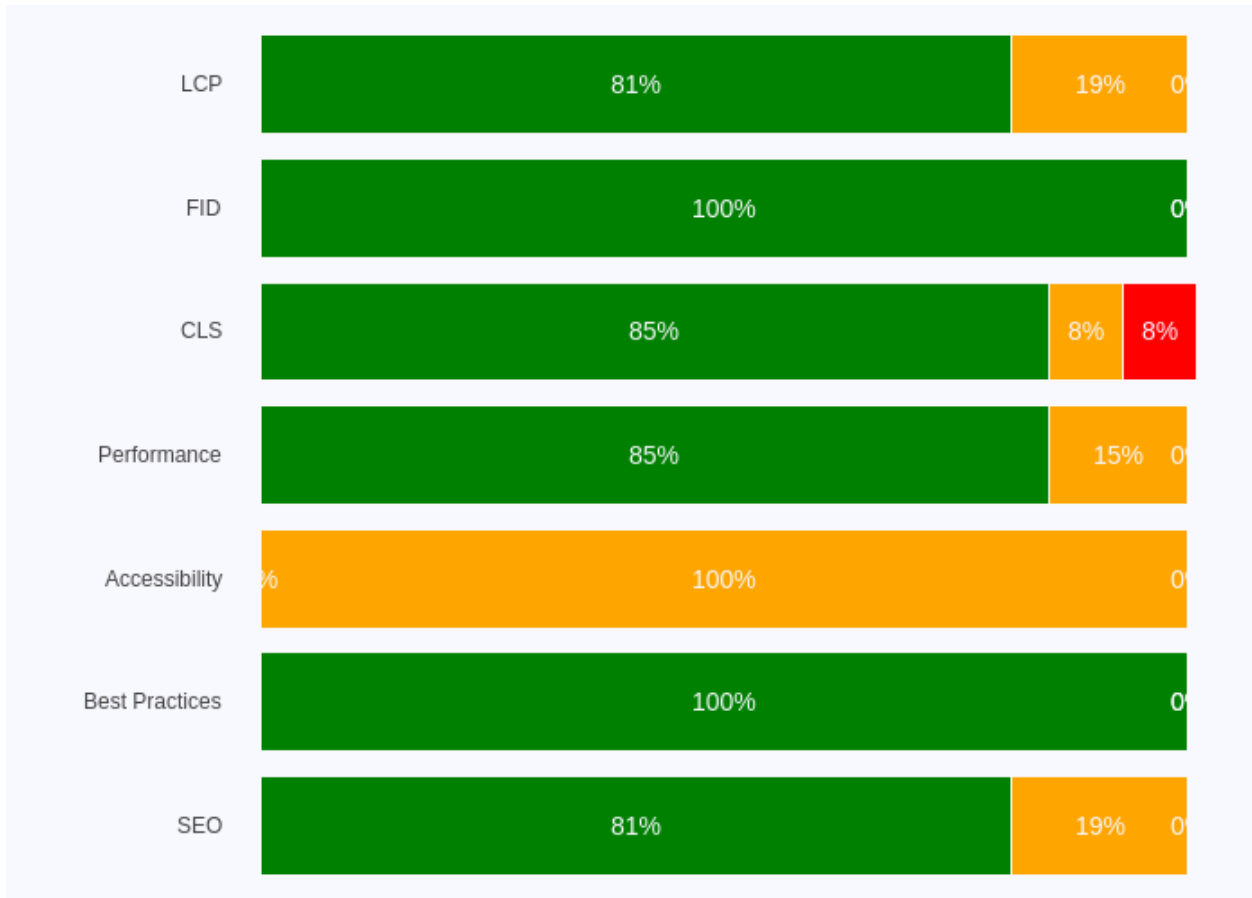
2.5.1. Web Vitals & Lighthouse Audits

Parameter	Criteria	Device	Score Range Min – Max	Consolidated Score	Consolidated Result
Largest Contentful Paint (LCP): measures loading performance.	Good: < 2.5 sec Needs Improvement: 2.5 sec to 4.0 sec Poor: > 4.0 sec	Mobile	1.9 - 3.3	2.2	Good
		Desktop	0.6 - 0.7	0.6	Good
First Input Delay (FID): measures interactivity.	Good: < 100 ms Needs Improvement: 100 ms to 300 ms Poor: > 300 ms	Mobile	16.0 - 60.0	16.0	Good
		Desktop	16.0 - 255.0	16.0	Good
Cumulative Layout Shift (CLS): measures visual stability.	Good: < 0.1 Needs Improvement: 0.1 to 0.25 Poor: > 0.25	Mobile	0.0 - 1.0	0.0	Good
		Desktop	0.0 - 1.0	0.0	Good
Performance: Audits for metrics like first paint and time to interactive to determine lag.	Good: 90 to 100 Needs Improvement: 50 to 89 Poor: 0 to 49	Mobile	75.0 - 98.0	95.0	Good
		Desktop	81.0 - 100.0	95.5	Good
Accessibility: Checks for common issues that may prevent users from accessing your content.	Good: 90 to 100 Needs Improvement: 50 to 89 Poor: 0 to 49	Mobile	62.0 - 84.0	69.0	Need Improvement
		Desktop	62.0 - 85.0	71.0	Need Improvement
Best Practices: Looks for everything from HTTPS usage to correct image aspect ratios.	Good: 90 to 100 Needs Improvement: 50 to 89 Poor: 0 to 49	Mobile	92.0 - 100.0	100.0	Good
		Desktop	92.0 - 100.0	100.0	Good
SEO: Checks for best practices to ensure your site is discoverable.	Good: 90 to 100 Needs Improvement: 50 to 89 Poor: 0 to 49	Mobile	85.0 - 93.0	93.0	Good
		Desktop	83.0 - 92.0	92.0	Good

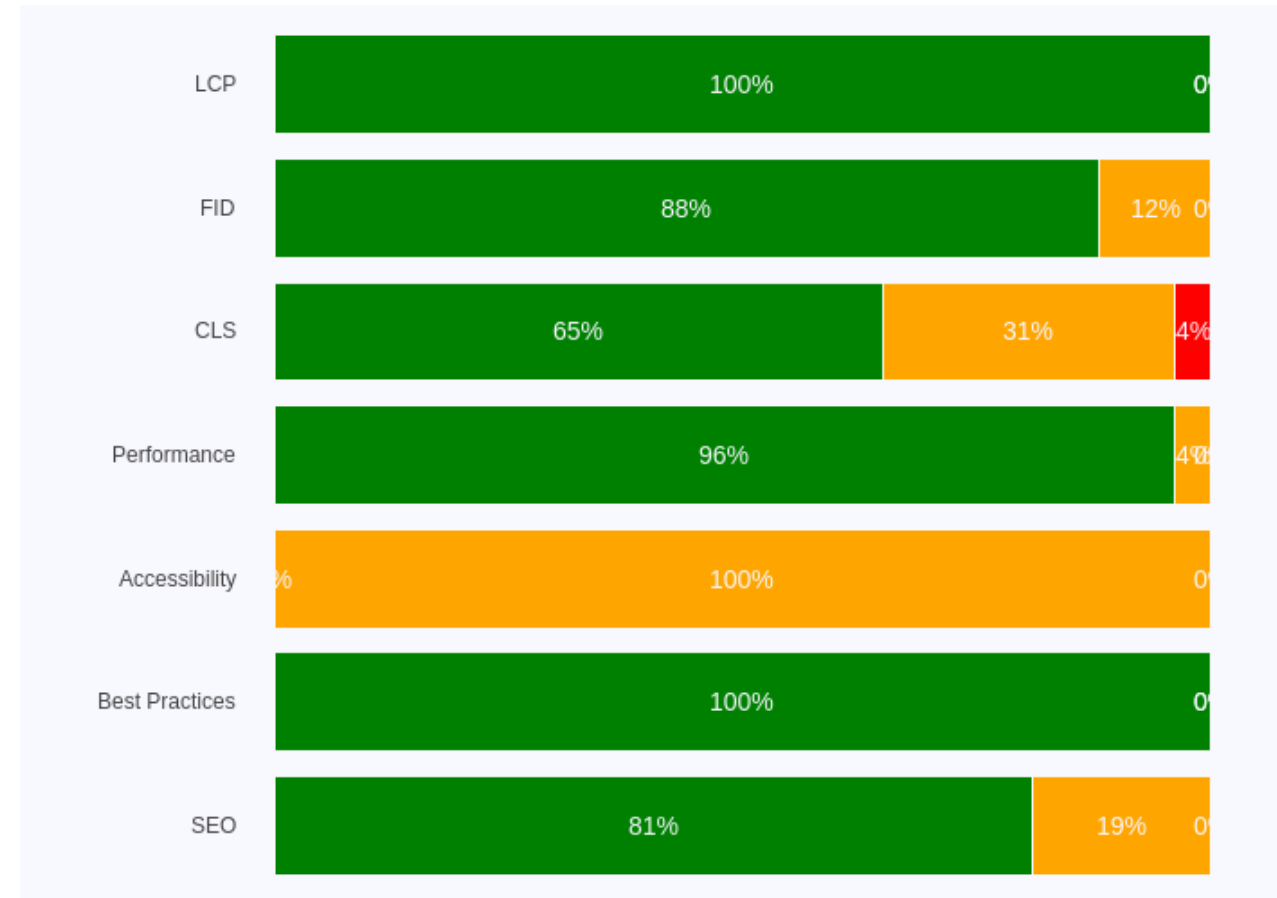
2.5.2. Web Vitals & Lighthouse Audits – Distribution across pages



Mobile



Desktop



2.6. SERP - Keyword Tracking

“Search Engine Results Page”

No.	Keyword	Targeted Page URL or Domain	Ranked Page Name & URL	SERP Position [Reference Time]	SERP Position [Target Time]	Difference
1	digital marketing services in mumbai	https://kerkarmedia.com/	digital-marketing-agency-mumbai	70	70	No Change
2	result driven seo	https://kerkarmedia.com/	seo-strategy	15	14	+1

2.7. URL Inspection Summary

“Coverage Status”

Class	# Pages	% Pages
Submitted And Indexed	22	95.7%
Crawled - Currently Not Indexed	0	0%
Indexed, Not Submitted In Sitemap	0	0%
Duplicate, Submitted Url Not Selected As Canonical	0	0%
Server Error (5xx)	0	0%
Others	1	4.3%

“Page Fetch Status”

Status	# Pages	% Pages
Successful	23	100.0%
Server Error	0	0%
Page Fetch State Unspecified	0	0%

“Robots Txt State”

Status	# Pages	% Pages
Allowed	23	100.0%
Robots Txt State Unspecified	0	0%

“Mobile Usability Verdict”

Status	# Pages	% Pages
Pass	22	95.7%
N/A	1	4.3%

“Last Crawl Time”

Time Period	# Pages	% Pages
< 1 Day Ago	0	0%
1 - 7 Days Ago	0	0%
> 7 Days Ago	23	100.0%

3.2. Analysis & Recommendations

P1: [digital-marketing-agency-mumbai](#)

Analysis

- Traffic quality dropped from 'Good' to 'Poor' with 42% decrease in MS Quality Score
 - 13% decrease in Pageviews, 40% decrease in Avg. time spent on page and 341% increase in Exit%
- Lighthouse Audit – Need Improvement in Mobile and Need Improvement in Desktop

Keyword – Descriptive Ax Keyword [Pre. Rank ⇒ Cur. Rank]

Lost Keywords	local guide program [1 ⇒ 0]
Keywords Ranking Decreased	digital marketing agency [38 ⇒ 56], digital marketing services [38 ⇒ 153]

Keyword – Prescriptive Ax

Keyword Clusters	Search Volume	Average Competition	Average CPC
oriented digital marketing services job oriented digital marketing course digital marketing oriented result oriented digital oriented digital marketing	10	16.2	\$0.2
-	-	-	-

Key Metrics

Category	Drop
Current Class	Poor
Previous Class	Good
Historical Score	125
MS Quality Score	18.8 [▼ -42%]
Unique Pageviews	13 [▼ -13%]
Avg. Time on Page	24 [▼ -40%]
% Exit	75 [▲ +341%]
Impressions	2312 [▲ +54%]

Lighthouse Audit	Desktop	Mobile
Performance	99	98
Accessibility	68	64
Best Practices	100	100
SEO	83	86

3.2. Analysis & Recommendations

P2: blogs

Analysis

- Traffic quality dropped from 'Good' to 'Poor' with 24% decrease in MS Quality Score
 - 30% decrease in Pageviews, 36% increase in Avg. time spent on page and 12% decrease in Exit%
- Lighthouse Audit – Need Improvement in Mobile and Need Improvement in Desktop

Keyword – Descriptive Ax Keyword [Pre. Rank ⇒ Cur. Rank]

Lost Keywords	-
Keywords Ranking Decreased	-

Keyword – Prescriptive Ax

Keyword Clusters	Search Volume	Average Competition	Average CPC
digital marketing blogs in india digital marketing blogs india best digital marketing blogs in india marketing blogs india affiliate marketing blog india	170	5.2	\$0.2
-	-	-	-

Key Metrics

Category	Drop
Current Class	Poor
Previous Class	Good
Historical Score	49
MS Quality Score	17.4 [▼ -24%]
Unique Pageviews	9 [▼ -30%]
Avg. Time on Page	45 [▲ +36%]
% Exit	44 [▼ -12%]
Impressions	378 [▲ +19%]

Lighthouse Audit	Desktop	Mobile
Performance	96	94
Accessibility	85	84
Best Practices	92	92
SEO	92	90

3.2. Analysis & Recommendations

P3: website-development-company-mumbai

Analysis

- Traffic quality dropped from 'Good' to 'Poor' with 14% decrease in MS Quality Score
 - 8% decrease in Pageviews, 40% increase in Avg. time spent on page and 61% increase in Exit%
- Lighthouse Audit – Need Improvement in Mobile and Need Improvement in Desktop

Keyword – Descriptive Ax Keyword [Pre. Rank ⇒ Cur. Rank]

Lost Keywords	-
Keywords Ranking Decreased	-

Keyword – Prescriptive Ax

Keyword Clusters	Search Volume	Average Competition	Average CPC
website development company website development company hyderabad website development company chennai development website company website development company website	15710	35.0	\$0.8
website development company mumbai wordpress website development company in mumbai responsive website development company in mumbai	720	14.7	\$0.0

Key Metrics

Category	Drop
Current Class	Poor
Previous Class	Good
Historical Score	42
MS Quality Score	19.1 [▼ -14%]
Unique Pageviews	11 [▼ -8%]
Avg. Time on Page	28 [▲ +40%]
% Exit	50 [▲ +61%]
Impressions	4 [0%]

Lighthouse Audit	Desktop	Mobile
Performance	97	96
Accessibility	68	64
Best Practices	100	100
SEO	92	93

3.2. Analysis & Recommendations

P4: social-media-marketing-agency-in-mumbai

Analysis

- Traffic quality dropped from 'Poor' to 'Dead' with 100% decrease in MS Quality Score
 - 100% decrease in Pageviews, 100% decrease in Avg. time spent on page and 100% decrease in Exit%
- Lighthouse Audit – Need Improvement in Mobile and Need Improvement in Desktop

Keyword – Descriptive Ax Keyword [Pre. Rank ⇒ Cur. Rank]

Lost Keywords	-
Keywords Ranking Decreased	-

Keyword – Prescriptive Ax

Keyword Clusters	Search Volume	Average Competition	Average CPC
social media marketing social media marketing jobs social media marketing salary social media marketing course social media marketing strategy social media marketing manager social media marketing job description real estate agent social media marketing social media social media marketing la social media marketing top social media platforms for marketing social media marketing can help with top social media marketing firms social media as marketing social media and social media marketing	305340	21.1	\$2.9
social media marketing agency agency social media marketing real estate agency social media marketing social media marketing agency names social media marketing agency pricing social media marketing agency delhi social media marketing agency pune social media marketing agency bangalore social media marketing agency india social media marketing agency in kolkata social media	32480	28.9	\$1.0

Key Metrics

Category	Drop
Current Class	Dead
Previous Class	Poor
Historical Score	31
MS Quality Score	0.0 [▼ -100%]
Unique Pageviews	0 [▼ -100%]
Avg. Time on Page	0 [▼ -100%]
% Exit	0 [▼ -100%]
Impressions	664 [▼ -31%]

Lighthouse Audit	Desktop	Mobile
Performance	99	98
Accessibility	68	64
Best Practices	100	100
SEO	92	93

3.2. Analysis & Recommendations

P5: 25-actionable-seo-tips-to-boost-your-organic-traffic

Analysis

- Traffic quality dropped from 'Poor' to 'Dead' with 100% decrease in MS Quality Score
 - 100% decrease in Pageviews, 100% decrease in Avg. time spent on page and 100% decrease in Exit%
- Lighthouse Audit – Need Improvement in Mobile and Need Improvement in Desktop

Keyword – Descriptive Ax Keyword [Pre. Rank ⇒ Cur. Rank]

Lost Keywords	-
Keywords Ranking Decreased	-

Keyword – Prescriptive Ax

Keyword Clusters	Search Volume	Average Competition	Average CPC
effective seo tips	10	51.0	\$3.0
-	-	-	-

Key Metrics

Category	Drop
Current Class	Dead
Previous Class	Poor
Historical Score	12
MS Quality Score	0.0 [▼ -100%]
Unique Pageviews	0 [▼ -100%]
Avg. Time on Page	0 [▼ -100%]
% Exit	0 [▼ -100%]
Impressions	247 [▲ +26%]

Lighthouse Audit	Desktop	Mobile
Performance	97	96
Accessibility	71	68
Best Practices	100	100
SEO	92	93