

## 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 **\$263.6** [ ▼ -8.2% ].

2. Total Organic Unique Pageviews is **35681.0** [ -1.1% ].

### 3. Organic Traffic Quality Trends

1. “Good” Traffic – **307** [ 1.0% ]; “Poor” Traffic – **170** [ ▼ -7.1% ]; “Dead” Traffic – **229** [ 4.6% ].

2. **9.8%** of pages dropped in traffic quality, **8.8%** of pages increased in traffic quality, **81.4%** of pages no change in traffic quality.

3. **42.7%** of pages with “Good” traffic quality are declining trend (**WATCH**).

### 4. Keywords Ranking Takeaways

1. Position “1 to 3” – **1573** [ ▼ -6.6% ]; Position “4 to 10” – **7345** [ -0.3% ];

2. Position “11 to 20” – **514** [ ▲ 25.7% ]; Position “21 to 50” – **161** [ ▲ 15.8% ];

### 5. Recent Modified Pages – Impact on Quality

1. 1 pages were recently modified in Target Period.

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

## Extended Summary

5. Total organic traffic has been received from **33.96K** new users and **4.49K** returning users.
6. We have received total **30.45K** clicks & **932.46K** impressions in the target period.
7. There is a decrease in impressions of the website from **939.49K** to **932.46K** in the target period.
8. There is an increase in clicks of the website from **29.48K** to **30.45K** in the target period.
9. There is an increase in impressions of keywords such as “psyllium husk cancer warning” from **1.35K** to **1.86K** and for “coq10 side effects” from **0** to **305**.
10. There is an increase in clicks of keywords such as “lion's mane cancer” from **2** to **7** and for “lower back and hip pain on one side cancer” from **15** to **19**.
11. There is an increase in impressions of category page “[psyllium-husk-fiber-supplements-cancer](#)” from **2.27K** to **2.73K** and for “[lacto-ovo-vegetarian-diet](#)” from **3.52K** to **3.98K**.
12. There is an increase in clicks of category page “[folic-acid-lung-cancer](#)” from **1** to **7** and for “[for-which-cancer-types-should-i-avoid-spirulina-supplement](#)” from **25** to **31**.
13. **10.3%** of total traffic is driven from English pages and **89.7%** of total traffic is driven from Non-English pages in the target period.
14. **96.4%** of pages are Mobile Friendly.

## Extended Summary

15. From total number of search keywords -

1. **39.4%** improved their ranking position.
2. **40.7%** decreased their ranking position.
3. **0%** had no change in their ranking position.

16. Core Web Vitals (For Mobile) -

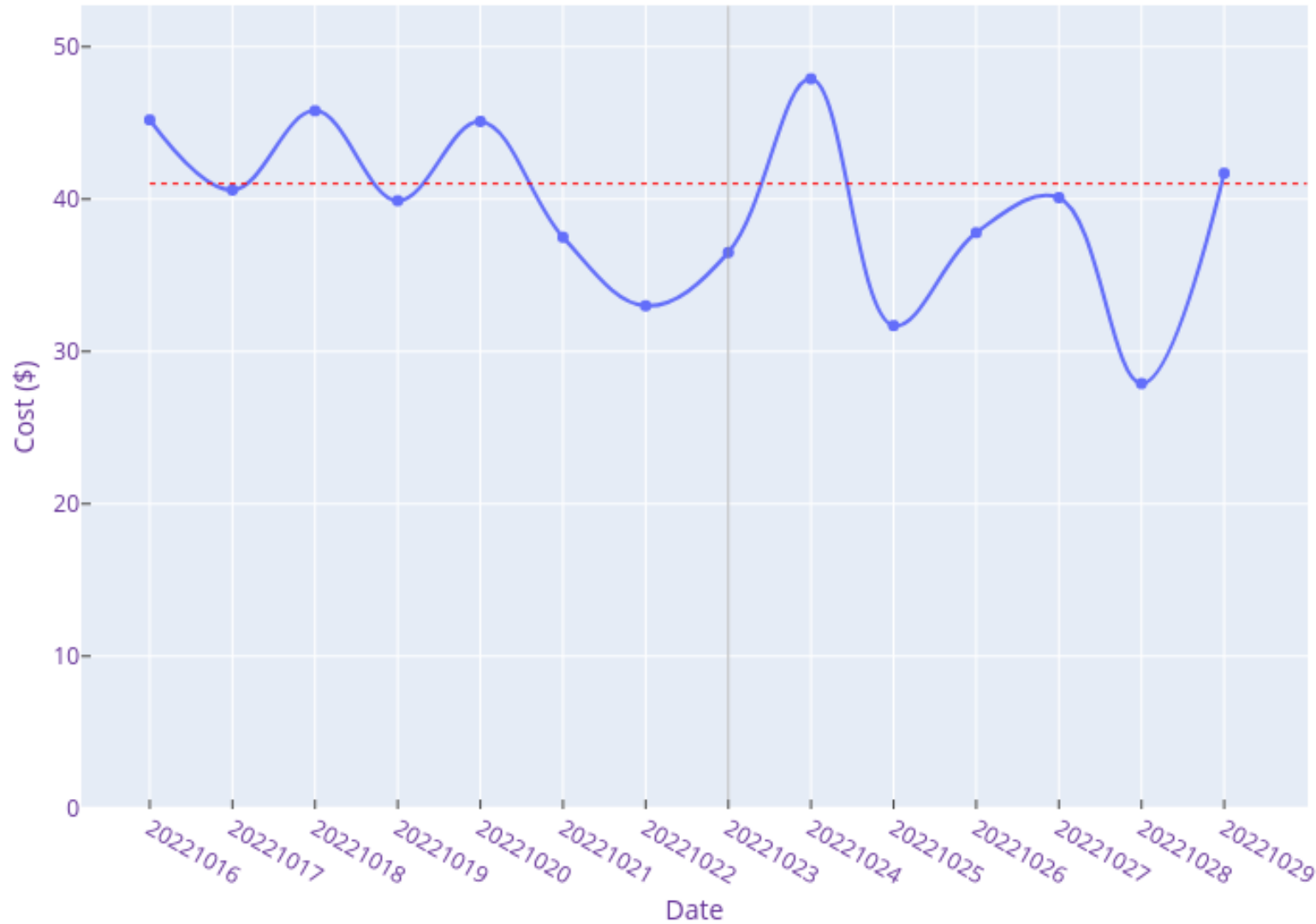
1. **26.5%** are Poor.
2. **71.3%** Needs Improvement.
3. **2.1%** are Good.

17. Core Web Vitals (For Desktop) -

1. **2.2%** are Poor.
2. **21.3%** Needs Improvement.
3. **76.6%** are Good.

## 2.1. Organic Traffic Value Growth - \$ USD

“Reference Time vs. Target Time”

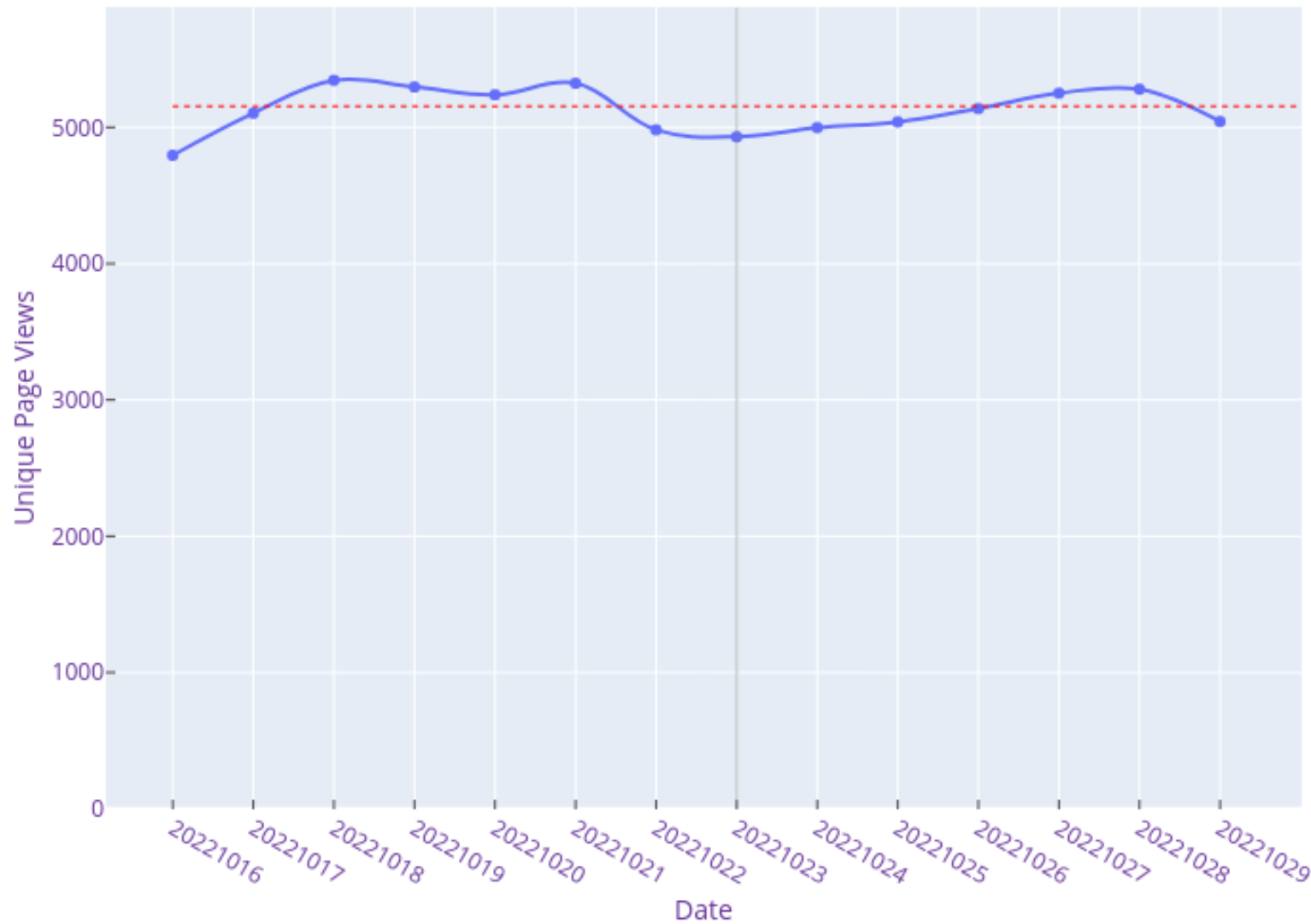


Average Daily Traffic Value in \$ [Reference Time]	41.0
Average Daily Traffic Value in \$ [Target Time]	37.7
% Change	▼ -8.2%

Total Traffic Value in \$ [Reference Time]	287.1
Total Traffic Value in \$ [Target Time]	263.6
% Change	▼ -8.2%

## 2.2. Traffic Growth – Unique Pageviews

“Reference Time vs. Target Time”

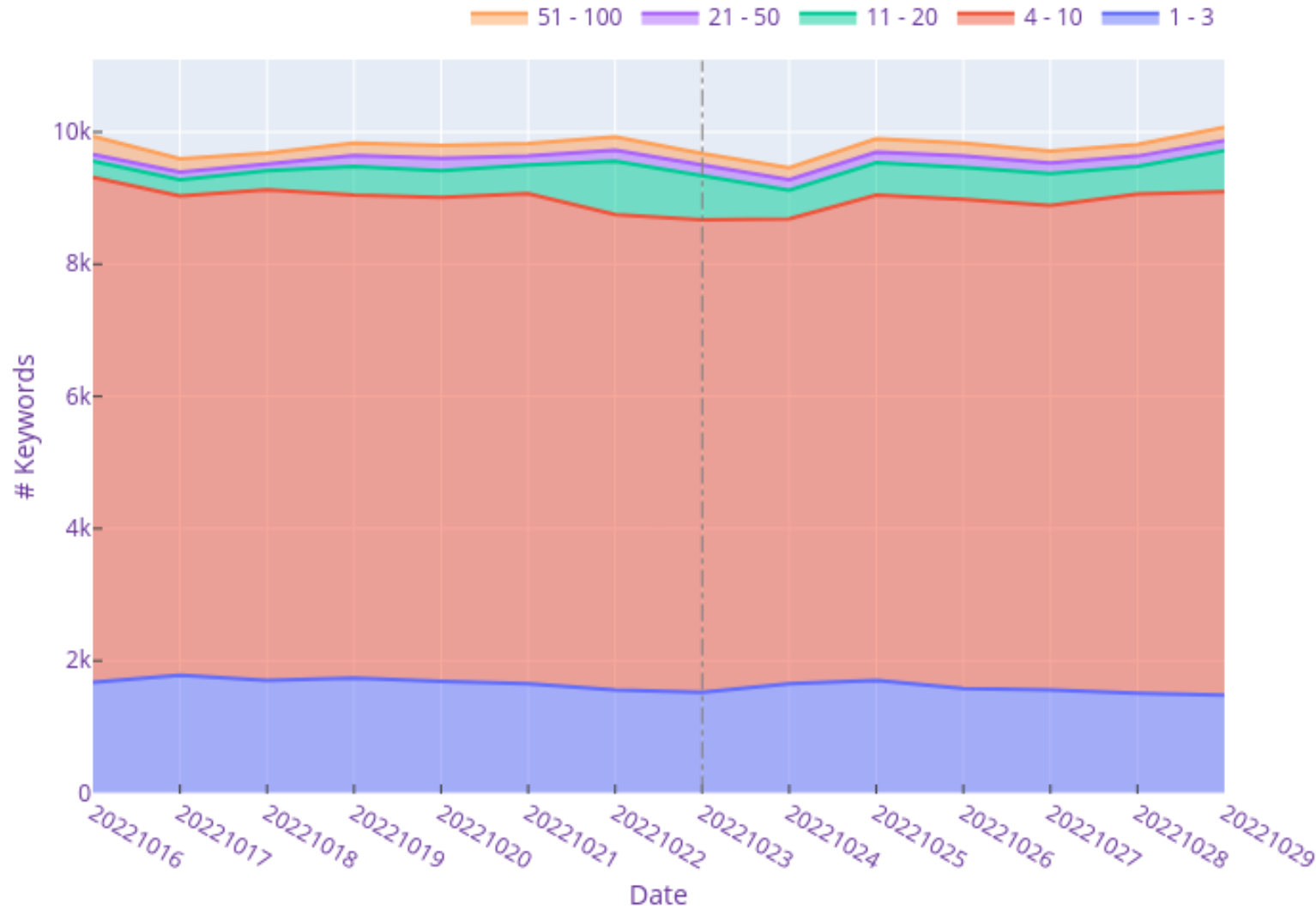


Average Daily Unique Pageviews [Reference Time]	5155.0
Average Daily Unique Pageviews [Target Time]	5097.3
% Change	-1.1%

Total Unique Pageviews [Reference Time]	36085.0
Total Unique Pageviews [Target Time]	35681.0
% Change	-1.1%

## 2.3. Keywords Ranking Growth

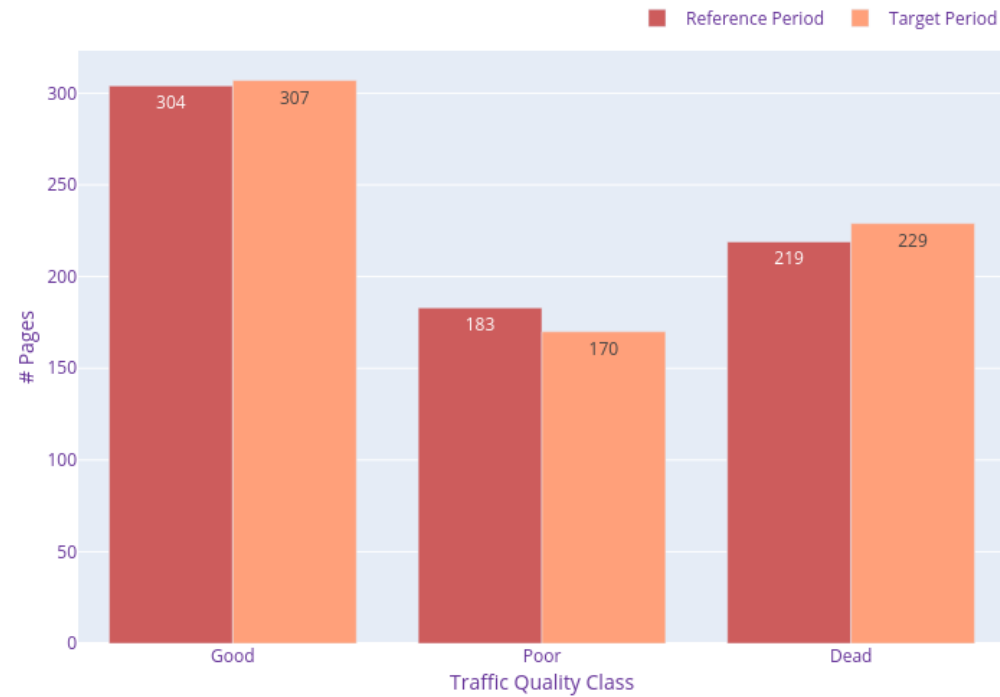
“Reference Time vs. Target Time”



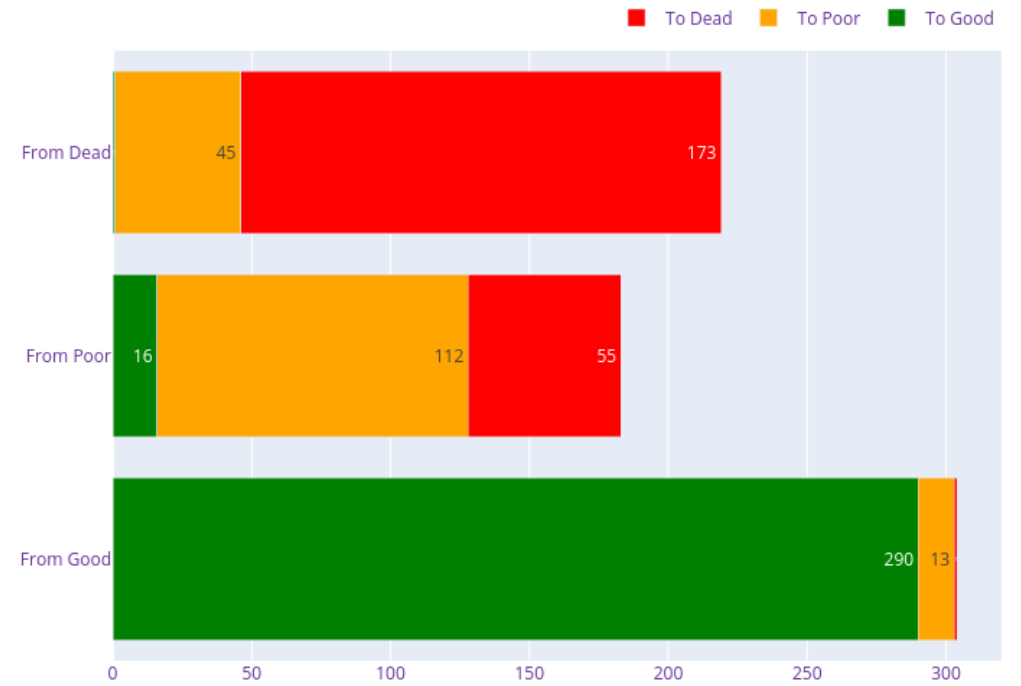
Keyword Positions	#Keywords in Reference Time	#Keywords in Target Time	% Change
1 - 3	1684	1573	▼ -6.6%
4 - 10	7366	7345	-0.3%
11 - 20	409	514	▲ 25.7%
21 - 50	139	161	▲ 15.8%
51 - 100	200	189	▼ -5.5%

## 2.4. Page Traffic Quality Analysis

“Reference Time vs. Target Time”



“Traffic Quality Classification Change Analysis”



Traffic Quality Class	No. of Pages in Reference	No. of Pages in Target	% Change
Good	304	307	1.0%
Poor	183	170	▼ -7.1%
Dead	219	229	4.6%

		Target Period		
		Good	Poor	Dead
Reference Period	#page class change			
	Good	290	13	1
	Poor	16	112	55
	Dead	1	45	173



## 2.5.1. Web Vitals & Lighthouse Audits

Parameter	Criteria	Device	Score Range Min – Max	Consolidated Score	Consolidated Result
<b>Largest Contentful Paint (LCP):</b> measures loading performance.	Good: < 2.5 sec Needs Improvement: 2.5 sec to 4.0 sec Poor: > 4.0 sec	Mobile	0.0 - 6.7	1.7	Good
		Desktop	0.4 - 2.3	0.4	Good
<b>First Input Delay (FID):</b> measures interactivity.	Good: < 100 ms Needs Improvement: 100 ms to 300 ms Poor: > 300 ms	Mobile	0.0 - 8164.0	210.0	Need Improvement
		Desktop	16.0 - 3439.0	52.0	Good
<b>Cumulative Layout Shift (CLS):</b> measures visual stability.	Good: < 0.1 Needs Improvement: 0.1 to 0.25 Poor: > 0.25	Mobile	0.0 - 0.3	0.0	Good
		Desktop	0.0 - 0.6	0.0	Good
<b>Performance:</b> 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	0.0 - 100.0	96.0	Good
		Desktop	34.0 - 100.0	100.0	Good
<b>Accessibility:</b> 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	97.0 - 100.0	100.0	Good
		Desktop	97.0 - 100.0	100.0	Good
<b>Best Practices:</b> 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	100.0 - 100.0	100.0	Good
		Desktop	100.0 - 100.0	100.0	Good
<b>SEO:</b> 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 - 100.0	100.0	Good
		Desktop	83.0 - 100.0	100.0	Good

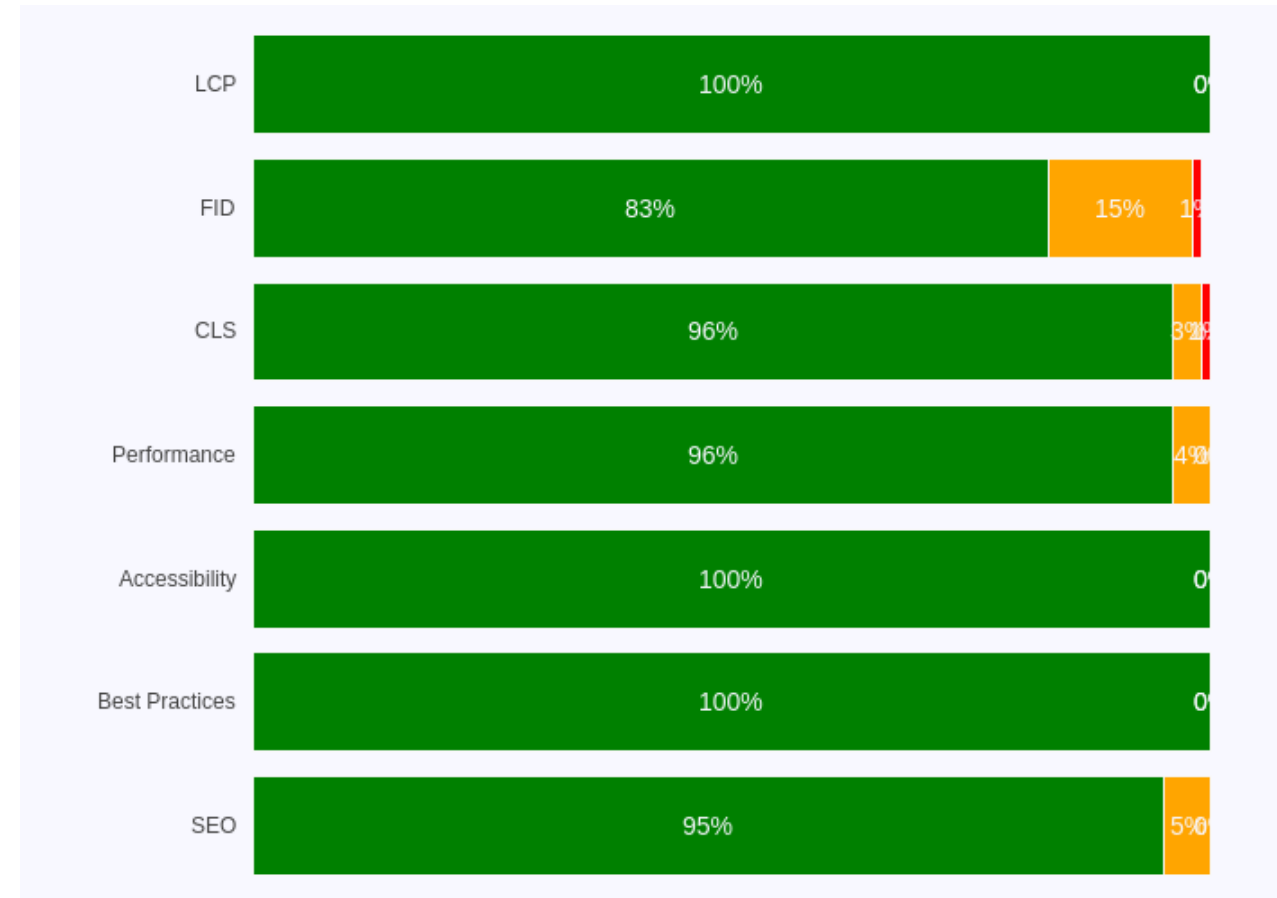
## 2.5.2. Web Vitals & Lighthouse Audits – Distribution across pages



Mobile



Desktop



## 2.6. SERP - Keyword Tracking

“Search Engine Results Page”

No data available

## 2.7. URL Inspection Summary

### “Coverage Status”

Class	# Pages	% Pages
Submitted And Indexed	550	79.6%
Crawled - Currently Not Indexed	7	1.0%
Indexed, Not Submitted In Sitemap	0	0%
Duplicate, Submitted Url Not Selected As Canonical	0	0%
Server Error (5xx)	0	0%
Others	134	19.4%

### “Page Fetch Status”

Status	# Pages	% Pages
Successful	557	80.6%
Server Error	0	0%
Page Fetch State Unspecified	134	19.4%

### “Robots Txt State”

Status	# Pages	% Pages
Allowed	557	80.6%
Robots Txt State Unspecified	134	19.4%

### “Mobile Usability Verdict”

Status	# Pages	% Pages
Pass	549	79.5%
N/A	142	20.5%

### “Last Crawl Time”

Time Period	# Pages	% Pages
< 1 Day Ago	0	0%
1 - 7 Days Ago	0	0%
> 7 Days Ago	691	100.0%

## 3.2. Analysis & Recommendations

P1: [which-foods-are-recommended-for-cervical-squamous-cell-carcinoma](#)

### Analysis

- Traffic quality dropped from 'Good' 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 Good 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
cervical squamous cell carcinoma   cervical squamous cell carcinoma metastasis   cervical carcinoma squamous cell   cervical squamous cell carcinoma pathophysiology	2900	1.0	\$0.2
squamous cell carcinoma in cervical cancer   cervical cancer squamous cell carcinoma	320	3.5	\$0.0

### Key Metrics

Category	Drop
Current Class	Dead
Previous Class	Good
Historical Score	4
MS Quality Score	0.0 [ ▼ -100% ]
Unique Pageviews	0 [ ▼ -100% ]
Avg. Time on Page	0 [ ▼ -100% ]
% Exit	0 [ ▼ -100% ]
Impressions	0 [ 0% ]

Lighthouse Audit	Desktop	Mobile
Performance	100.0	97.0
Accessibility	100	100
Best Practices	100	100
SEO	100	100

## 3.2. Analysis & Recommendations

P2: [for-which-cancer-types-should-i-avoid-amentoflavone-supplement](#)

### Analysis

- Traffic quality dropped from 'Good' to 'Poor' with 69% decrease in MS Quality Score
  - 53% decrease in Pageviews, 100% decrease in Avg. time spent on page and 6% increase in Exit%
- Lighthouse Audit – Need Improvement in Mobile and Good 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
amentoflavone supplement   avoid amentoflavone supplement   nutritional supplement amentoflavone	40	33.3	\$0.0
-	-	-	-

### Key Metrics

Category	Drop
Current Class	Poor
Previous Class	Good
Historical Score	290
MS Quality Score	7.0 [ ▼ -69% ]
Unique Pageviews	7 [ ▼ -53% ]
Avg. Time on Page	0 [ ▼ -100% ]
% Exit	100 [ ▲ +6% ]
Impressions	273 [ ▼ -23% ]

Lighthouse Audit	Desktop	Mobile
Performance	100.0	100.0
Accessibility	100	100
Best Practices	100	100
SEO	100	100

## 3.2. Analysis & Recommendations

P3: [for-which-cancer-types-should-i-avoid-andrographis-supplement](#)

### Analysis

- Traffic quality dropped from 'Good' to 'Poor' with 61% decrease in MS Quality Score
  - 42% decrease in Pageviews, 98% decrease in Avg. time spent on page and 2% increase in Exit%
- Lighthouse Audit – Need Improvement in Mobile and Good 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
andrographis supplement benefits   andrographis supplement standard process   andrographis supplement amazon   andrographis supplement near me   andrographis supplement chemist warehouse   andrographis supplement uk   andrographis supplements   avoid andrographis supplement   andrographis supplement	660	33.3	\$0.3
-	-	-	-

### Key Metrics

Category	Drop
Current Class	Poor
Previous Class	Good
Historical Score	546
MS Quality Score	11.5 [ ▼ -61% ]
Unique Pageviews	11 [ ▼ -42% ]
Avg. Time on Page	1 [ ▼ -98% ]
% Exit	96 [ +2% ]
Impressions	71 [ ▼ -24% ]

Lighthouse Audit	Desktop	Mobile
Performance	100.0	99.0
Accessibility	100	100
Best Practices	100	100
SEO	100	100

## 3.2. Analysis & Recommendations

P4: [for-which-cancer-types-should-i-avoid-galangal-supplement](#)

### Analysis

- Traffic quality dropped from 'Good' to 'Poor' with 59% decrease in MS Quality Score
  - 46% decrease in Pageviews, 100% decrease in Avg. time spent on page and 8% increase in Exit%
- Lighthouse Audit – Need Improvement in Mobile and Good 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
galangal supplement   avoid galangal supplement   nutritional supplement galangal   supplement galangal	50	25.0	\$0.2
-	-	-	-

### Key Metrics

Category	Drop
Current Class	Poor
Previous Class	Good
Historical Score	462
MS Quality Score	14.0 [ ▼ -59% ]
Unique Pageviews	14 [ ▼ -46% ]
Avg. Time on Page	0 [ ▼ -100% ]
% Exit	100 [ ▲ +8% ]
Impressions	167 [ ▼ -14% ]

Lighthouse Audit	Desktop	Mobile
Performance	100.0	98.0
Accessibility	100	100
Best Practices	100	100
SEO	100	100



## 3.2. Analysis & Recommendations

P5: which-foods-are-recommended-for-ganglioglioma

### Analysis

- Traffic quality dropped from 'Good' to 'Poor' with 57% decrease in MS Quality Score
  - 35% decrease in Pageviews, 100% decrease in Avg. time spent on page and 8% increase in Exit%
- Lighthouse Audit – Poor in Mobile and Good in Desktop

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

Lost Keywords	-
Keywords Ranking Decreased	foods to avoid when taking hydroxyurea [31 ⇒ 34]

### Keyword – Prescriptive Ax

Keyword Clusters	Search Volume	Average Competition	Average CPC
ganglioglioma   ganglioglioma radiology   ganglioglioma pathology outlines   ganglioglioma treatment   ganglioglioma symptoms   ganglioglioma icd 10   ganglioglioma spine radiology   ganglioglioma surgery   ganglioglioma cns who grade 1   ganglioglioma in adults	11620	2.2	\$0.5
-	-	-	-

### Key Metrics

Category	Drop
Current Class	Poor
Previous Class	Good
Historical Score	198
MS Quality Score	9.0 [ ▼ -57% ]
Unique Pageviews	9 [ ▼ -35% ]
Avg. Time on Page	0 [ ▼ -100% ]
% Exit	100 [ ▲ +8% ]
Impressions	219 [ ▲ +23% ]

Lighthouse Audit	Desktop	Mobile
Performance	100.0	73.0
Accessibility	100	100
Best Practices	100	100
SEO	100	100