

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 **\$38.2** [▲ 111.0%].

2. Total Organic Unique Pageviews is **736.0** [▼ -14.6%].

3. Organic Traffic Quality Trends

1. “Good” Traffic – **9** [0.0%]; “Poor” Traffic – **73** [0.0%]; “Dead” Traffic – **1** [0.0%].

2. **3.6%** of pages dropped in traffic quality, **3.6%** of pages increased in traffic quality, **92.8%** of pages no change in traffic quality.

3. **44.4%** of pages with “Good” traffic quality are declining trend (**WATCH**).

4. Keywords Ranking Takeaways

1. Position “1 to 3” – **7** [▼ -22.2%]; Position “4 to 10” – **3** [0.0%];

2. Position “11 to 20” – **2** [0.0%]; Position “21 to 50” – **2** [▲ 100.0%];

5. Recent Modified Pages – Impact on Quality

1. 0 pages were recently modified in Target Period.

2. **0%** of page improved and **0%** of page declined in traffic quality.

Extended Summary

5. Total organic traffic has been received from **578** new users and **23** returning users.
6. We have received total **45** clicks & **2.12K** impressions in the target period.
7. There is an increase in impressions of the website from **1.59K** to **2.12K** in the target period.
8. There is an increase in clicks of the website from **39** to **45** in the target period.
9. There is an increase in impressions of keywords such as “coworking office” from **24** to **193** and for “california virtual office space” from **18** to **103**.
10. There is an increase in clicks of keywords such as “coworking space thousand oaks” from **0** to **3** and for “office locale” from **3** to **5**.
11. There is an increase in impressions of category page “[officelocale](#)” from **1.05K** to **1.54K** and for “[digital-mailbox-rental](#)” from **22** to **36**.
12. There is no change in clicks of category page “[officelocale](#)” from **12** to **12** and for “[plans-and-pricing](#)” from **0** to **0**.
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. **90.5%** of pages are Mobile Friendly.

Extended Summary

15. From total number of search keywords -

1. **57.1%** improved their ranking position.
2. **32.1%** decreased their ranking position.
3. **0%** had no change in their ranking position.

16. Core Web Vitals (For Mobile) -

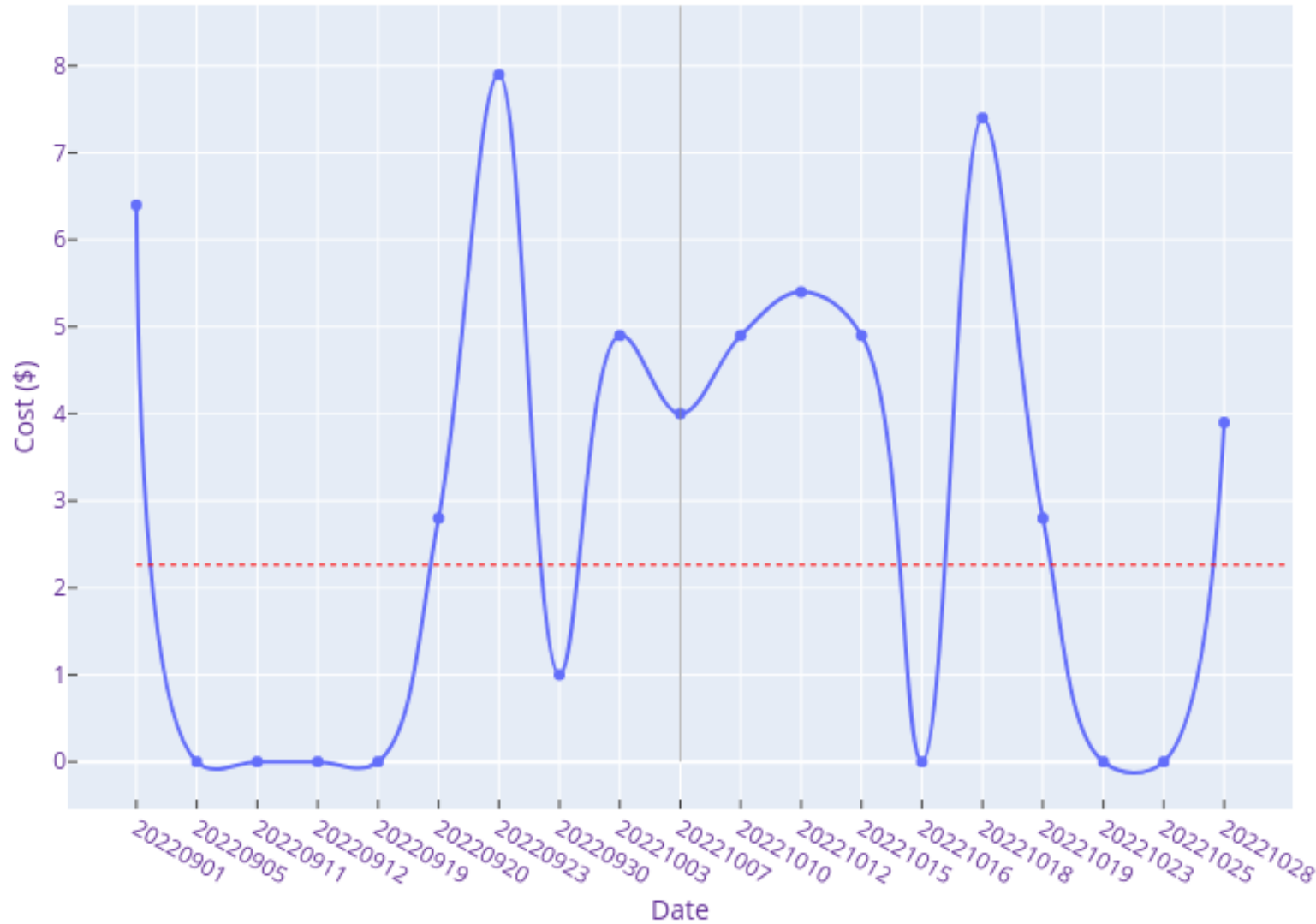
1. **100.0%** are Poor.
2. **0.0%** Needs Improvement.
3. **0.0%** are Good.

17. Core Web Vitals (For Desktop) -

1. **20.2%** are Poor.
2. **79.8%** Needs Improvement.
3. **0.0%** are Good.

2.1. Organic Traffic Value Growth - \$ USD

“Reference Time vs. Target Time”

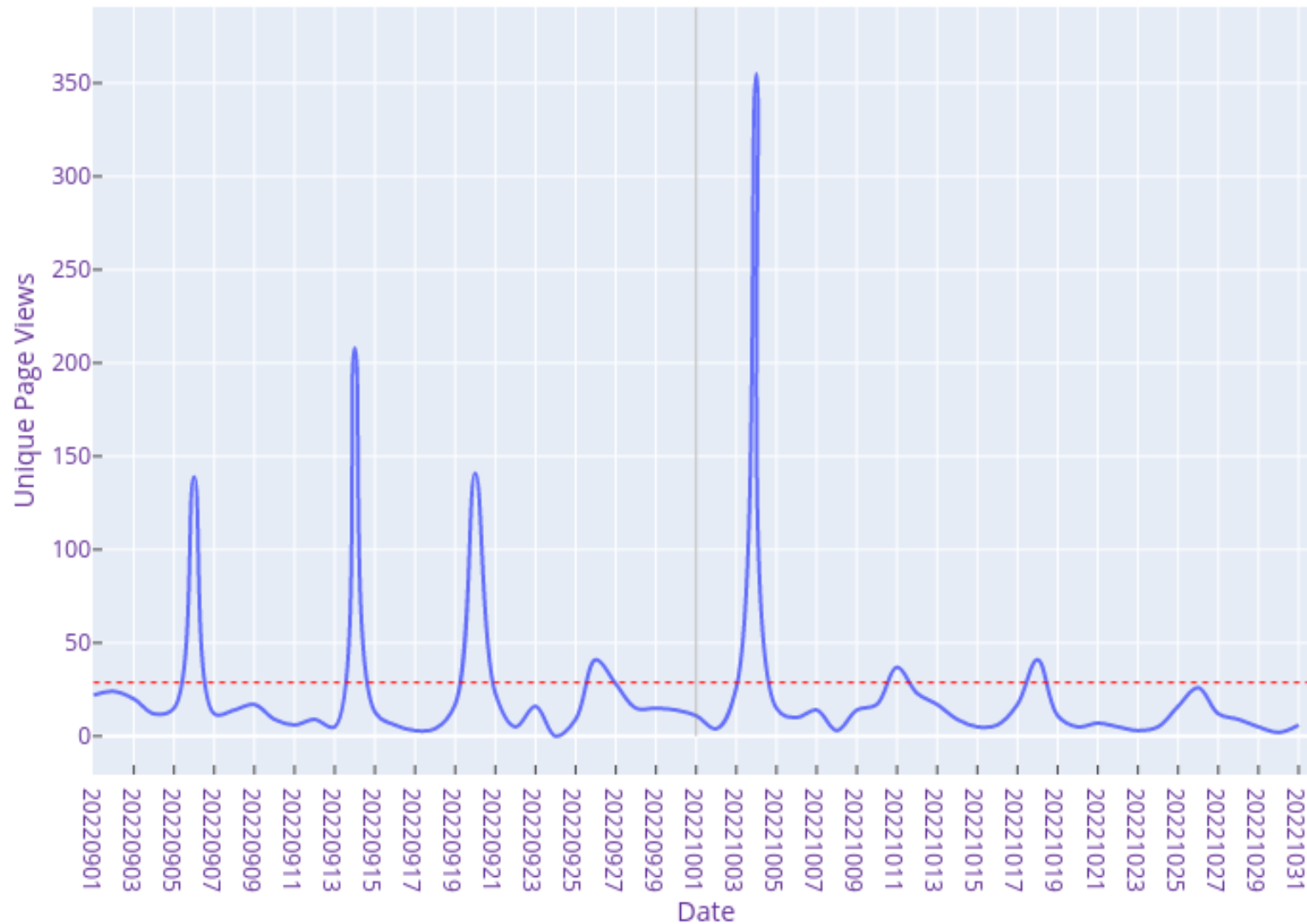


Average Daily Traffic Value in \$ [Reference Time]	2.3
Average Daily Traffic Value in \$ [Target Time]	3.5
% Change	▲ 53.5%

Total Traffic Value in \$ [Reference Time]	18.1
Total Traffic Value in \$ [Target Time]	38.2
% Change	▲ 111.0%

2.2. Traffic Growth – Unique Pageviews

“Reference Time vs. Target Time”

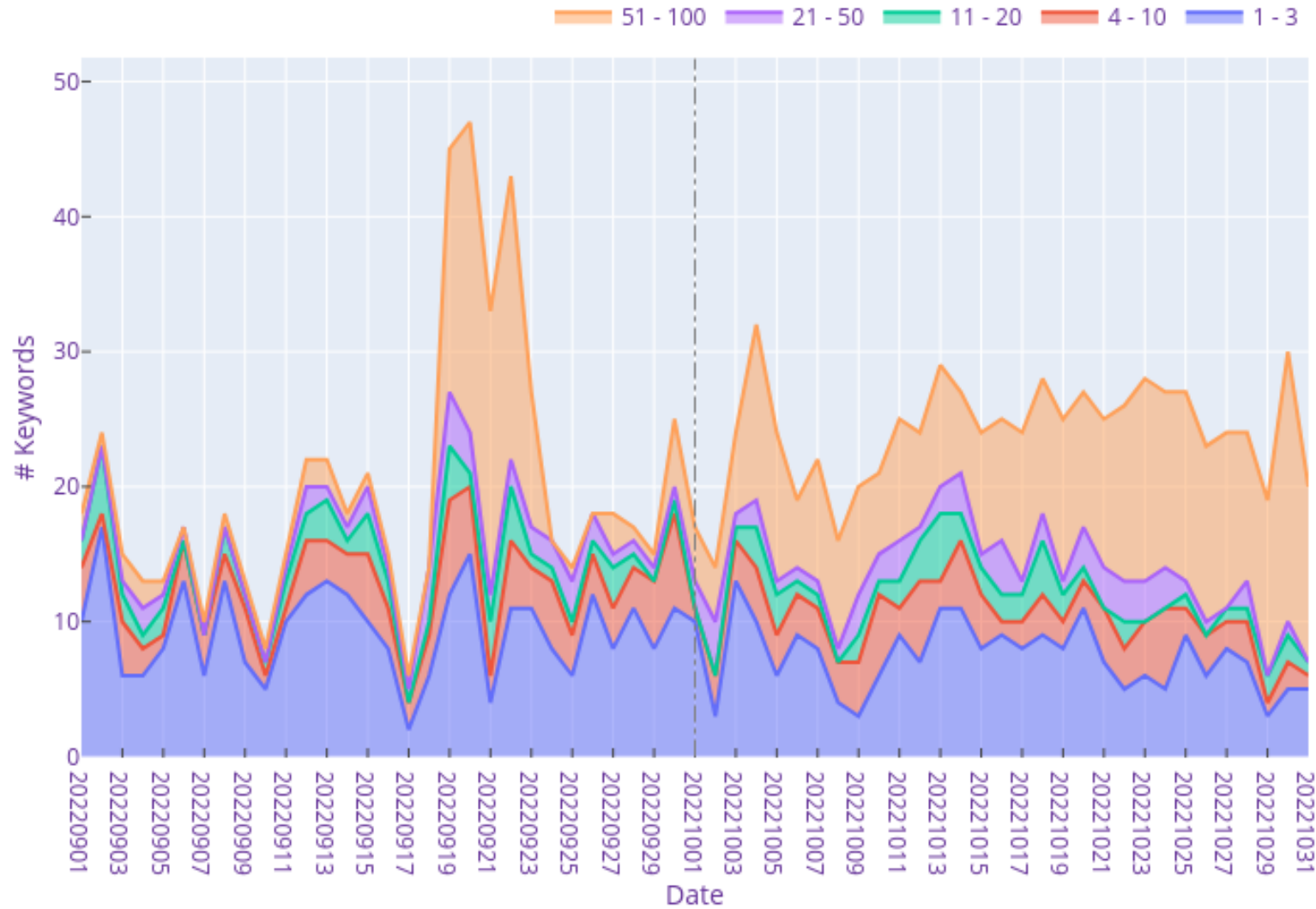


Average Daily Unique Pageviews [Reference Time]	28.7
Average Daily Unique Pageviews [Target Time]	23.7
% Change	▼ -17.4%

Total Unique Pageviews [Reference Time]	862.0
Total Unique Pageviews [Target Time]	736.0
% Change	▼ -14.6%

2.3. Keywords Ranking Growth

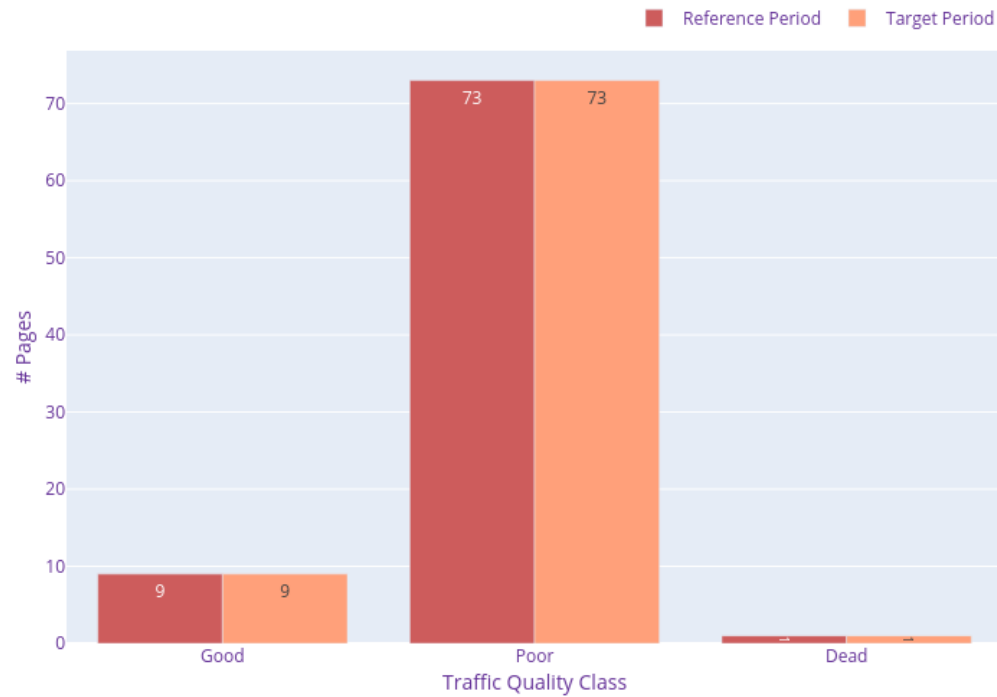
“Reference Time vs. Target Time”



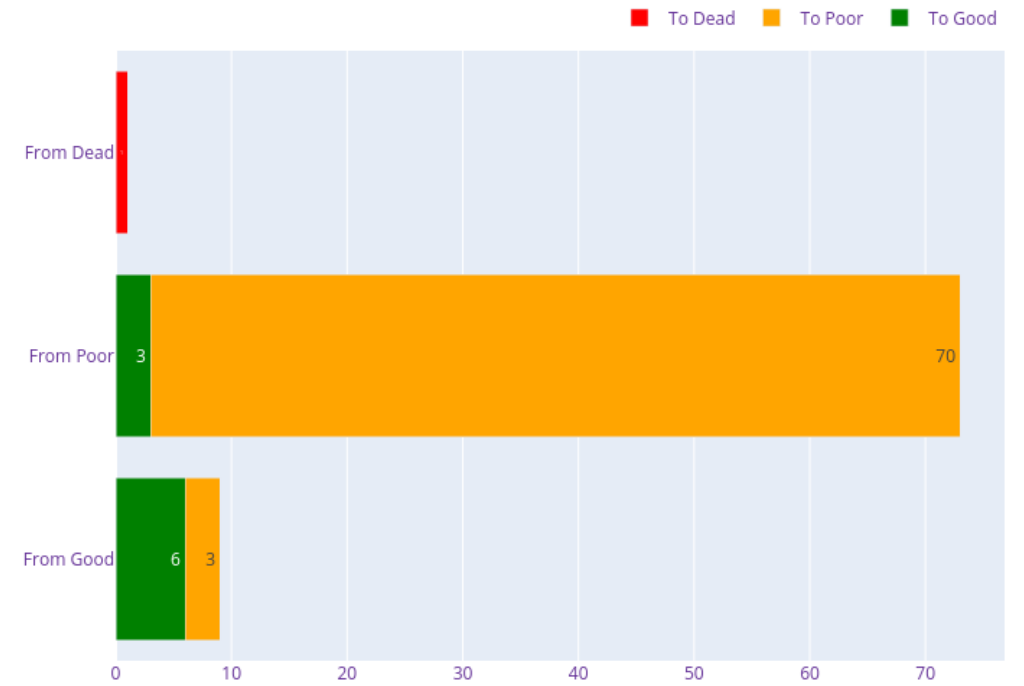
Keyword Positions	#Keywords in Reference Time	#Keywords in Target Time	% Change
1 - 3	9	7	▼ -22.2%
4 - 10	3	3	0.0%
11 - 20	2	2	0.0%
21 - 50	1	2	▲ 100.0%
51 - 100	4	10	▲ 150.0%

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	9	9	0.0%
Poor	73	73	0.0%
Dead	1	1	0.0%

Target Period

Reference Period	Target Period		
	#page class change	Good	Poor
Good	6	3	0
Poor	3	70	0
Dead	0	0	1

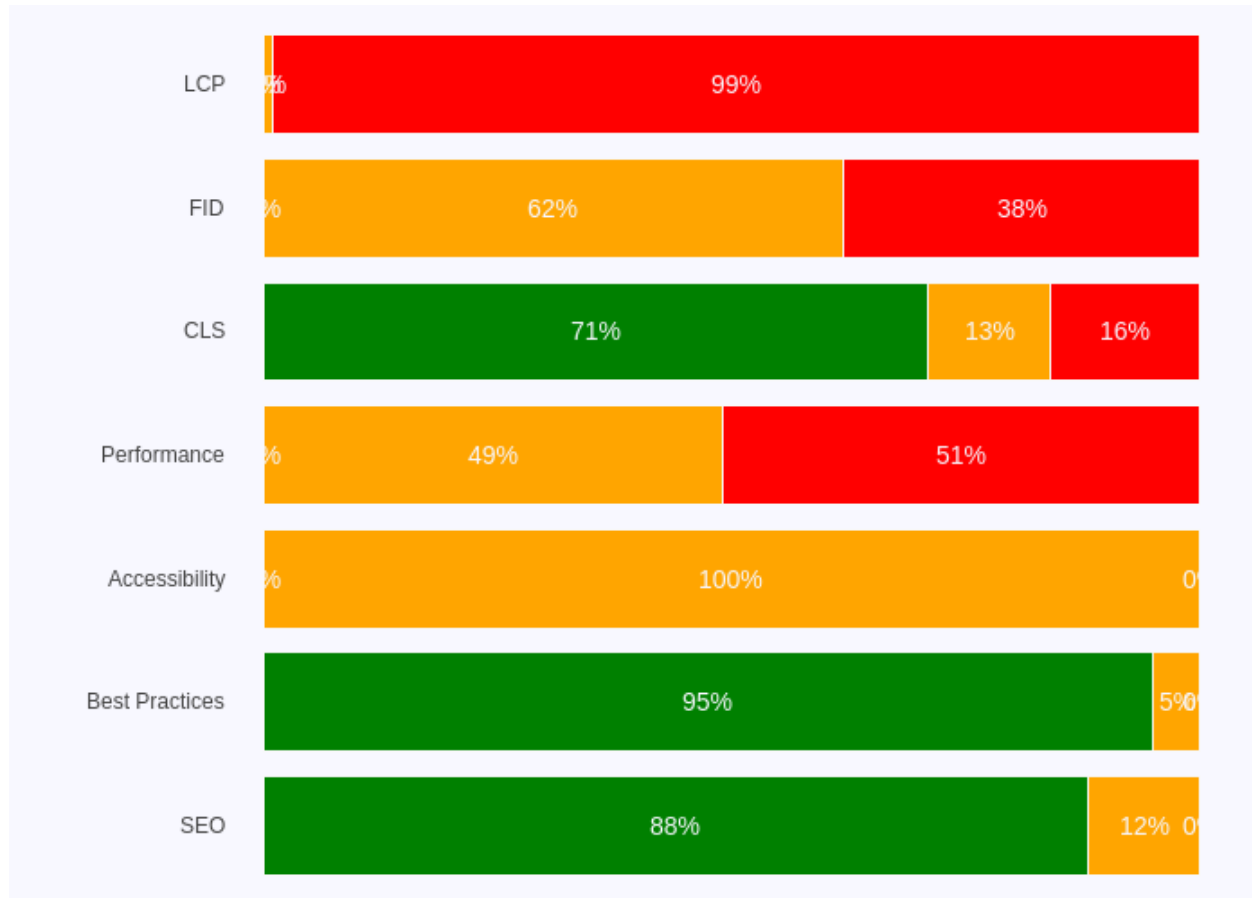
2.5.1. Web Vitals & Lighthouse Audits

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	3.9 - 66.6	6.1	Poor
		Desktop	1.0 - 11.2	1.4	Good
First Input Delay (FID): measures interactivity.	Good: < 100 ms Needs Improvement: 100 ms to 300 ms Poor: > 300 ms	Mobile	109.0 - 7337.0	225.5	Need Improvement
		Desktop	29.0 - 679.0	66.5	Good
Cumulative Layout Shift (CLS): measures visual stability.	Good: < 0.1 Needs Improvement: 0.1 to 0.25 Poor: > 0.25	Mobile	0.0 - 1.3	0.0	Good
		Desktop	0.0 - 1.2	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	7.0 - 70.0	48.0	Poor
		Desktop	36.0 - 98.0	92.5	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	70.0 - 87.0	74.0	Need Improvement
		Desktop	71.0 - 87.0	74.0	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	83.0 - 100.0	100.0	Good
		Desktop	75.0 - 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	77.0 - 93.0	93.0	Good
		Desktop	73.0 - 92.0	92.0	Good

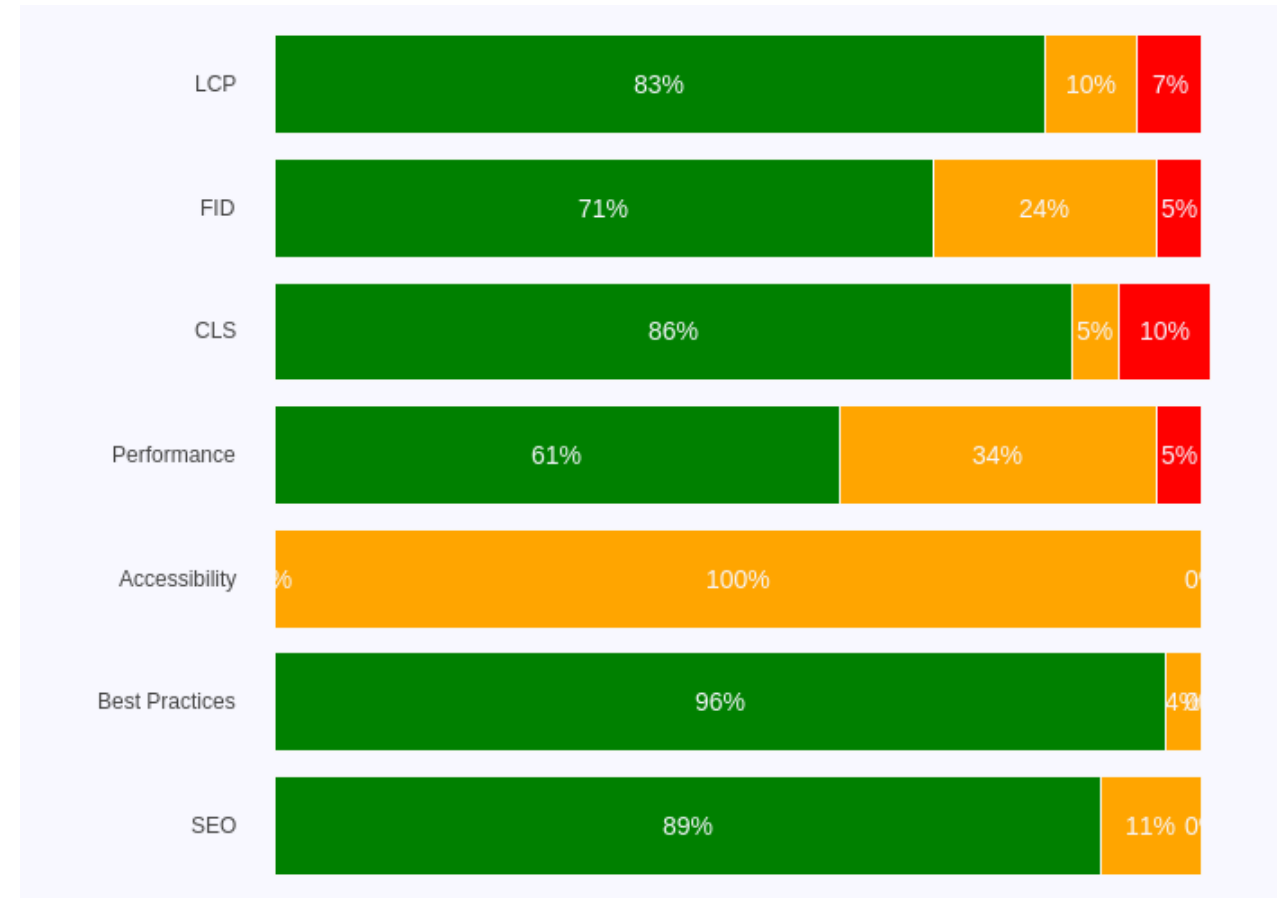
2.5.2. Web Vitals & Lighthouse Audits – Distribution across pages



Mobile



Desktop



2.6. SERP - Keyword Tracking

“Search Engine Results Page”

No data available

2.7. URL Inspection Summary

“Coverage Status”

Class	# Pages	% Pages
Submitted And Indexed	61	73.5%
Crawled - Currently Not Indexed	2	2.4%
Indexed, Not Submitted In Sitemap	0	0%
Duplicate, Submitted Url Not Selected As Canonical	0	0%
Server Error (5xx)	0	0%
Others	20	24.1%

“Page Fetch Status”

Status	# Pages	% Pages
Successful	64	77.1%
Server Error	0	0%
Page Fetch State Unspecified	19	22.9%

“Robots Txt State”

Status	# Pages	% Pages
Allowed	64	77.1%
Robots Txt State Unspecified	19	22.9%

“Mobile Usability Verdict”

Status	# Pages	% Pages
Pass	59	71.1%
N/A	24	28.9%

“Last Crawl Time”

Time Period	# Pages	% Pages
< 1 Day Ago	0	0%
1 - 7 Days Ago	0	0%
> 7 Days Ago	83	100.0%

3.2. Analysis & Recommendations

P1: passportrenewals

Analysis

- Traffic quality dropped from 'Good' to 'Poor' with 60% decrease in MS Quality Score
 - 25% decrease in Pageviews, 100% decrease in Avg. time spent on page and 25% increase in Exit%
- Lighthouse Audit – Poor in Mobile and Poor in Desktop

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

Lost Keywords	us passport barcode [1 ⇒ 0]
Keywords Ranking Decreased	-

Keyword – Prescriptive Ax

Keyword Clusters	Search Volume	Average Competition	Average CPC
regular regular polygon regular hexagon regular meaning in hindi expedite regular	313400	0.2	\$0.0
regular verbs regular and irregular verbs	291500	5.0	\$0.0

Key Metrics

Category	Drop
Current Class	Poor
Previous Class	Good
Historical Score	90
MS Quality Score	9.0 [▼ -60%]
Unique Pageviews	9 [▼ -25%]
Avg. Time on Page	0 [▼ -100%]
% Exit	100 [▲ +25%]
Impressions	6 [▲ +50%]

Lighthouse Audit	Desktop	Mobile
Performance	68	27
Accessibility	71	71
Best Practices	100	100
SEO	92	93

3.2. Analysis & Recommendations

P2: services

Analysis

- Traffic quality dropped from 'Good' to 'Poor' with 57% decrease in MS Quality Score
 - 55% decrease in Pageviews, 61% decrease in Avg. time spent on page and 52% decrease in Exit%
- Lighthouse Audit – Poor in Mobile and Poor 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
useful service life useful idiot useful gifts useful links useful christmas gifts useful	114490	33.5	\$0.2
useful synonym	110000	0.0	\$5.0

Key Metrics

Category	Drop
Current Class	Poor
Previous Class	Good
Historical Score	88
MS Quality Score	15.9 [▼ -57%]
Unique Pageviews	8 [▼ -55%]
Avg. Time on Page	22 [▼ -61%]
% Exit	20 [▼ -52%]
Impressions	0 [0%]

Lighthouse Audit	Desktop	Mobile
Performance	75	54
Accessibility	74	74
Best Practices	75	83
SEO	92	93

3.2. Analysis & Recommendations

P3: coworking-day-pass-for-flex-desk-rental

Analysis

- Traffic quality dropped from 'Good' to 'Poor' with 57% decrease in MS Quality Score
 - 41% decrease in Pageviews, 61% decrease in Avg. time spent on page and 65% increase in Exit%
- Lighthouse Audit – Poor 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
coworking day pass coworking day pass near me coworking day pass london coworking day pass los angeles coworking day pass chicago coworking day pass amsterdam coworking day pass singapore day pass coworking	870	26.9	\$4.2
coworking day pass nyc coworking space day pass nyc	220	40.0	\$7.5

Key Metrics

Category	Drop
Current Class	Poor
Previous Class	Good
Historical Score	31
MS Quality Score	10.5 [▼ -57%]
Unique Pageviews	7 [▼ -41%]
Avg. Time on Page	20 [▼ -61%]
% Exit	66 [▲ +65%]
Impressions	0 [0%]

Lighthouse Audit	Desktop	Mobile
Performance	72	16
Accessibility	87	87
Best Practices	100	100
SEO	92	93

3.2. Analysis & Recommendations

P4: [blog](#)

Analysis

- Traffic quality declined within 'Good' with MS Quality Score decreased by 62%
 - 53% decrease in Pageviews, 96% decrease in Avg. time spent on page and 31% increase in Exit%
- Lighthouse Audit – Poor 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
blog blog angle blog writing blog angel blog meaning service blog blogging blog blog printing service printing a blog	4525320	14.1	\$0.6
-	-	-	-

Key Metrics

Category	Decline
Current Class	Good
Previous Class	Good
Historical Score	40
MS Quality Score	21.1 [▼ -62%]
Unique Pageviews	14 [▼ -53%]
Avg. Time on Page	1 [▼ -96%]
% Exit	50 [▲ +31%]
Impressions	0 [0%]

Lighthouse Audit	Desktop	Mobile
Performance	92	32
Accessibility	79	79
Best Practices	83	83
SEO	83	86

3.2. Analysis & Recommendations

P5: /

Analysis

- Traffic quality declined within 'Good' with MS Quality Score decreased by 40%
 - 25% decrease in Pageviews, 58% decrease in Avg. time spent on page and 1% decrease in Exit%
- Lighthouse Audit – Poor in Mobile and Poor in Desktop

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

Lost Keywords	an office [1 ⇒ 0], shared workspace [1 ⇒ 0], spaces for rent near me [1 ⇒ 0], small shared office space [1 ⇒ 0], small private office space for rent [8 ⇒ 0], small offices [10 ⇒ 0], small office space for lease near me [7 ⇒ 0], small office for rent [10 ⇒ 0], short term office rental [7 ⇒ 0], shop rental space near me [3 ⇒ 0]
Keywords Ranking Decreased	instant office space [41 ⇒ 42], space [11 ⇒ 12], virtual business address [10 ⇒ 11], locale [4 ⇒ 5], office [2 ⇒ 3], office space for rent thousand oaks [6 ⇒ 11], space for rent near me [3 ⇒ 7], business to business service [1 ⇒ 3], studio apartments in thousand oaks ca [1 ⇒ 3], private office space for rent [1 ⇒ 5]

Keyword – Prescriptive Ax

Keyword Clusters	Search Volume	Average Competition	Average CPC
officelocale office locale	40	8.0	\$0.0
-	-	-	-

Key Metrics

Category	Decline
Current Class	Good
Previous Class	Good
Historical Score	1770
MS Quality Score	539.2 [▼ -40%]
Unique Pageviews	309 [▼ -25%]
Avg. Time on Page	39 [▼ -58%]
% Exit	58 [-1%]
Impressions	1539 [▲ +46%]

Lighthouse Audit	Desktop	Mobile
Performance	47	17
Accessibility	82	75
Best Practices	92	100
SEO	92	93