



LexCounsel SEO

Report

SEO Activities - (Jan-Feb)

- Internal And External Linking For Newsletters
- OFF-Page Activity
- Rank Tracking
- Monthly Report

All Traffic & Engagement Metrics (GA4)

1 Feb 2025 - 28 Feb 2025

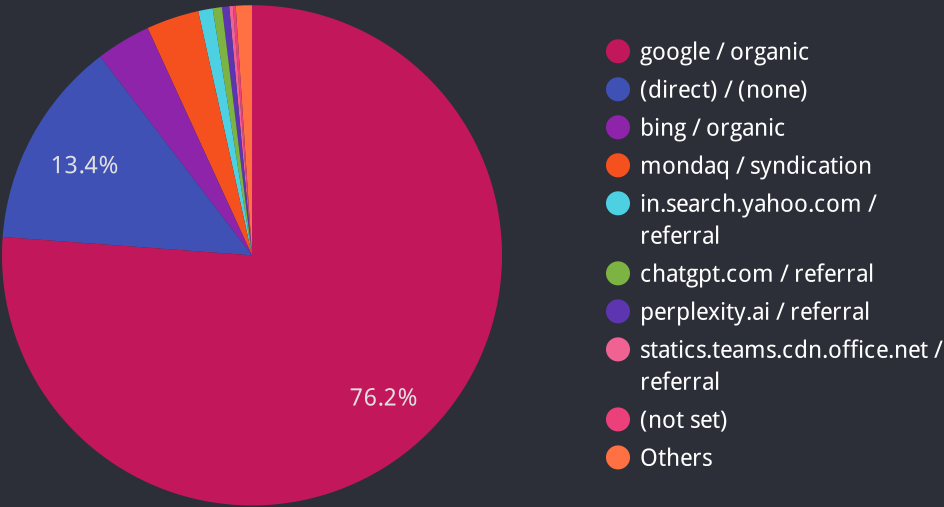
Total users
3,234
↓ -0.6% Previous 27 Days

Sessions
3,882
↓ -1.2% Previous 27 Days

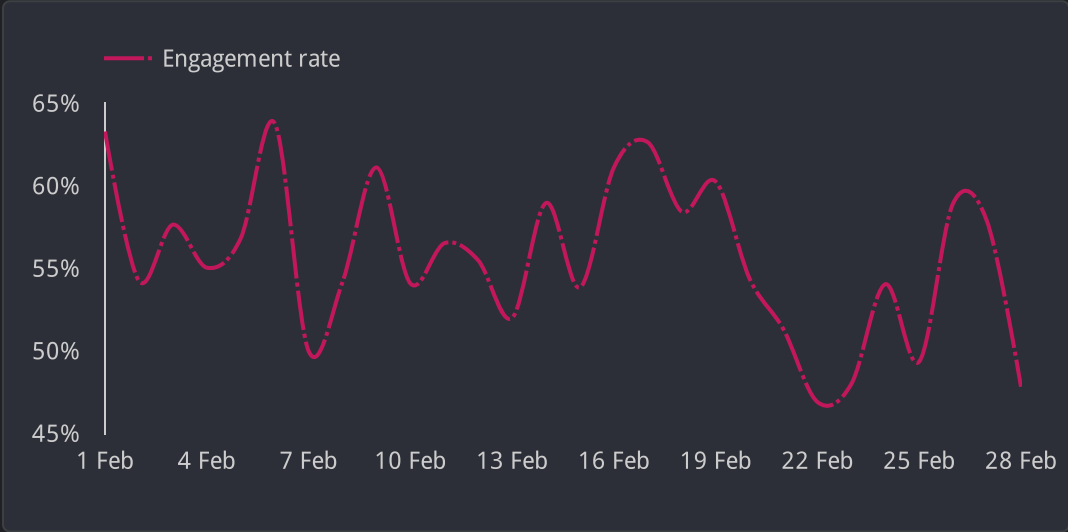
Event count
18,818
↑ 1.1% Previous 27 Days

Engagement rate
55.44%
↑ 10.5% Previous 27 Days

Session Share by Channel



Engagement rate over time



Session source/medium	Event name	Event count	% Δ	Total users	% Δ
google / organic	page_view	4,138	-5.7% ↓	2,512	-4.1% ↓
google / organic	user_engagement	3,020	-8.8% ↓	1,773	-7.8% ↓
google / organic	session_start	2,979	-4.1% ↓	2,518	-3.9% ↓
google / organic	first_visit	2,390	-4.2% ↓	2,390	-4.2% ↓
google / organic	scroll	1,302	-8.8% ↓	1,019	-8.4% ↓
(direct) / (none)	page_view	1,034	24.4% ↑	436	7.7% ↑
(direct) / (none)	user_engagement	668	46.8% ↑	205	9.6% ↑
(direct) / (none)	session_start	518	11.9% ↑	436	7.4% ↑
(direct) / (none)	first_visit	420	7.1% ↑	420	7.4% ↑

Engagement & Events (All Channels - GA4)

1 Feb 2025 - 28 Feb 2025

Event count

18,818

1.1% Previous 27 Days

Event count per user

5.86

1.6% Previous 27 Days

Scrolled users

1,267

-4.0% Previous 27 Days

Engagement rate

55.44%

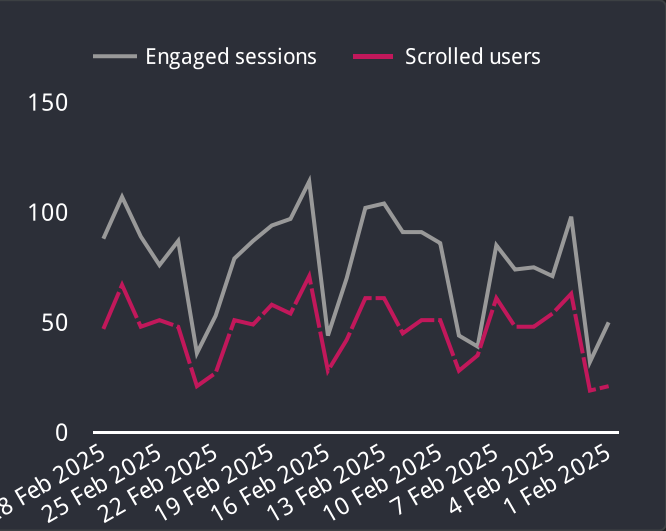
10.5% Previous 27 Days

Engaged sessions

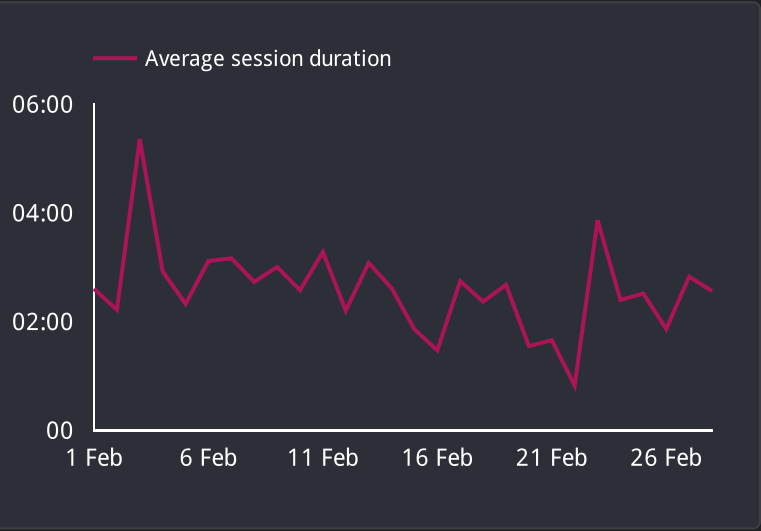
2,152

9.2% Previous 27 Days

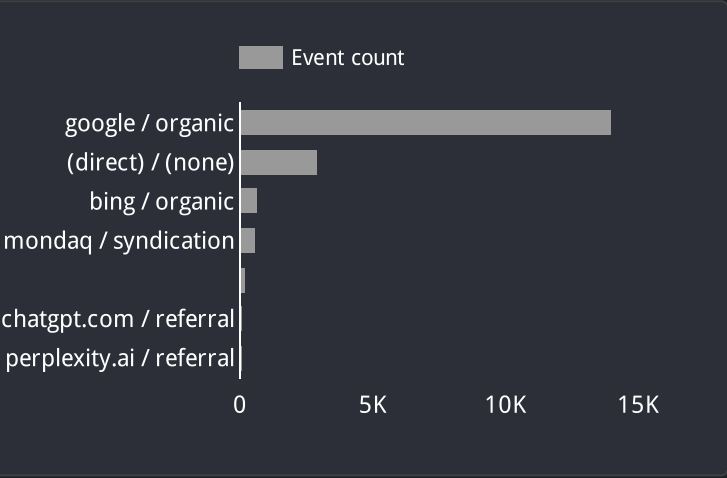
User Engagement & Scroll Activity



Average session duration over time



Event Count by Traffic Source



Event Breakdown by Landing Page

Event name	Landing page / Event count										
	/videos	/telecom...	/taxation	/seema-j...	/resources	/real-est...	/practice-...	/practice-...	/outsourc...	/our-part...	/new
view_searc...	-	-	-	-	-	-	-	-	-	1	
user_engag...	12	1	108	23	1	9	1	27	6	102	
session_start	2	2	78	7	1	4	1	14	7	37	
scroll	6	1	62	17	-	3	-	5	4	26	
phone_click	-	-	1	-	-	-	-	-	-	-	
page_view	11	3	147	34	1	9	1	41	10	125	
Grand t...	31	9	477	83	3	29	3	101	33	317	

Organic Traffic Overview - GA4

1 Feb 2025 - 28 Feb 2025

Total users

3,234

↓ -0.6%
Previous 27 Days

Active users

2,602

↓ -2.6%
Previous 27 Days

New users

3,094

↓ -0.5%
Previous 27 Days

Views

5,758

↑ 2.0%
Previous 27 Days

Engagement rate

55.44%

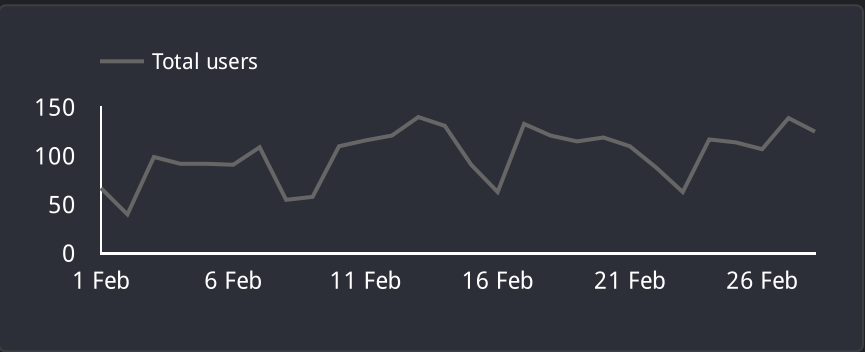
↑ 10.5%
Previous 27 Days

Sessions

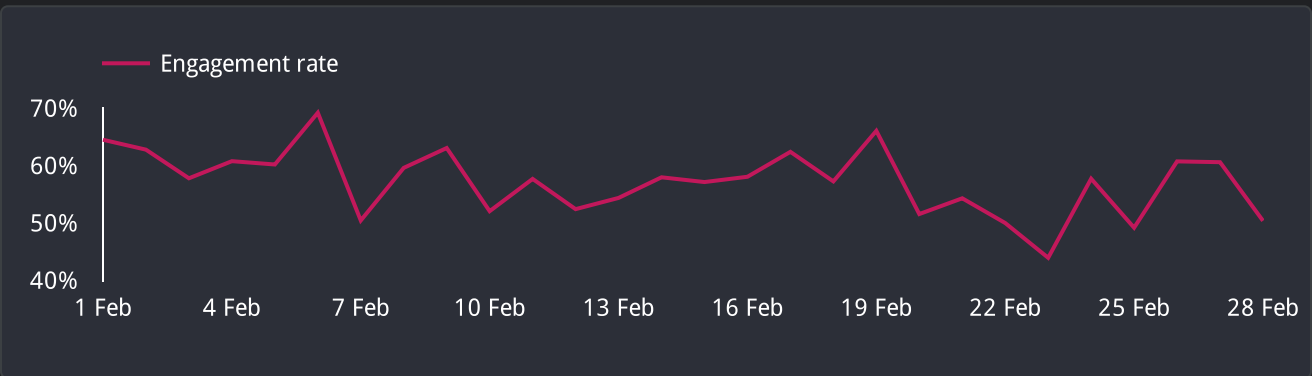
3,882

↓ -1.2%
Previous 27 Days

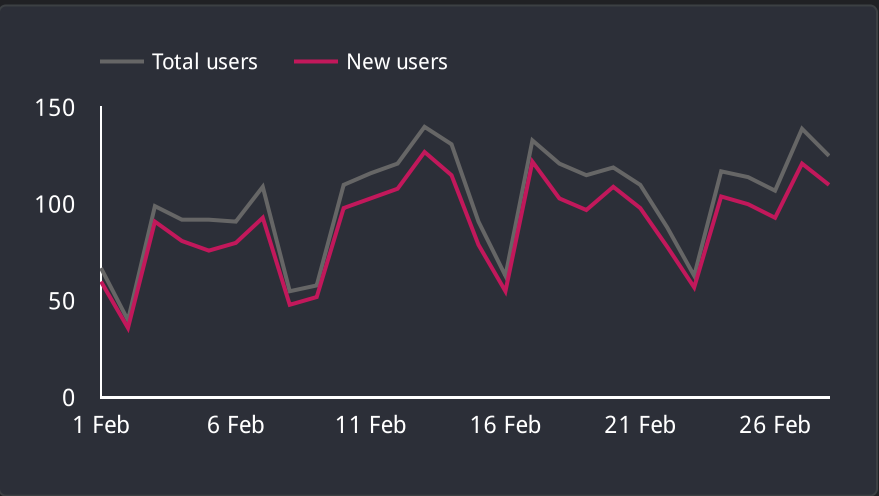
Total users over time



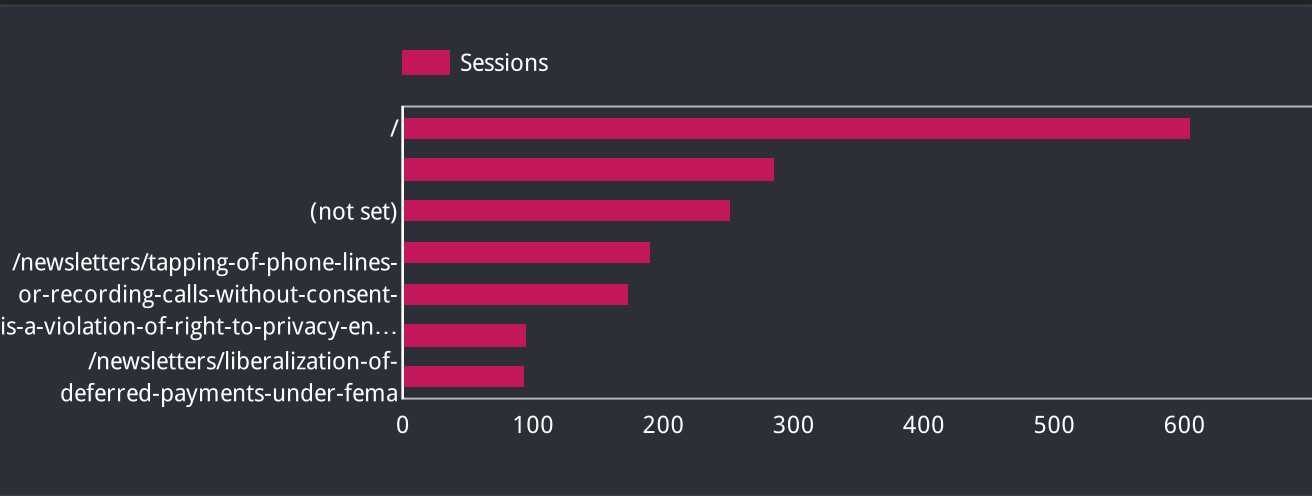
Engagement rate over time



Total users and New users over time



Sessions by Landing page



Google Search Console Metrics

1 Feb 2025 - 28 Feb 2025

Query
6,091
↑ 26.3% Previous 27 Days

Clicks
2,937
↓ -6.0% Previous 27 Days

Impressions
107,620
↓ -0.6% Previous 27 Days

Average Position
16.48
↑ 12.3% Previous 27 Days

Site CTR
2.73%
↓ -5.5% Previous 27 Days

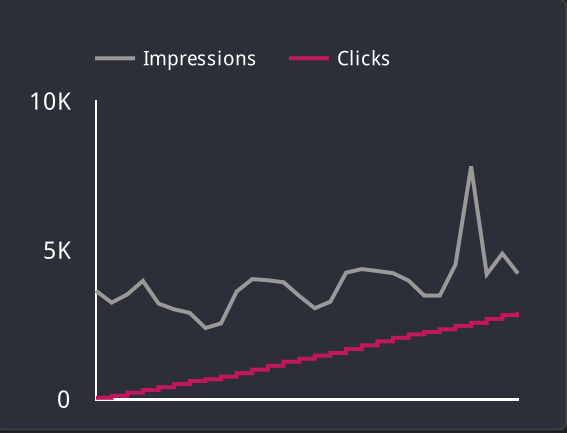
Impressions by Query



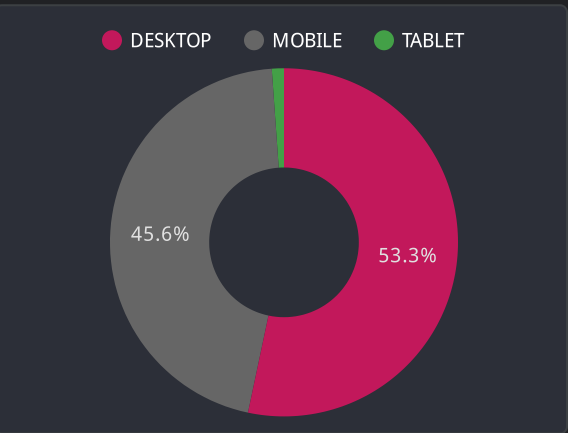
Clicks by Query



Impressions and Clicks over time



Device Breakdown



Query	Clicks ▾	% Δ	Impressions	% Δ	Avg_Position	% Δ	Site CTR	% Δ
law firms in delhi	107	39.0% ↑	1,264	-3.1% ↓	3.57	-16.5...	8.47%	43.4% ↑
lex counsel	91	7.1% ↑	229	13.9% ↑	3.81	58.8%...	39.74%	-6.0% ↓
lexcounsel	54	-26.0%...	168	12.0% ↑	2.13	46.9%...	32.14%	-34.0% ↓
law firm in delhi	35	9.4% ↑	605	5.6% ↑	2.92	-15.0...	5.79%	3.6% ↑
law firms delhi	30	200.0...	384	8.5% ↑	3.68	-20.8...	7.81%	176.6%...
lexcounsel law offices	30	-6.3% ↓	78	30.0% ↑	1.85	25.9%...	38.46%	-27.9% ↓
law firm delhi	27	8.0% ↑	428	-15.4% ↓	2.78	-26.0...	6.31%	27.7% ↑
corporate law firms in delhi	24	4.5% ↓	427	10.1% ↓	5.0	0.6% ↓	4.01%	12.3% ↓

1 - 10 / 6091

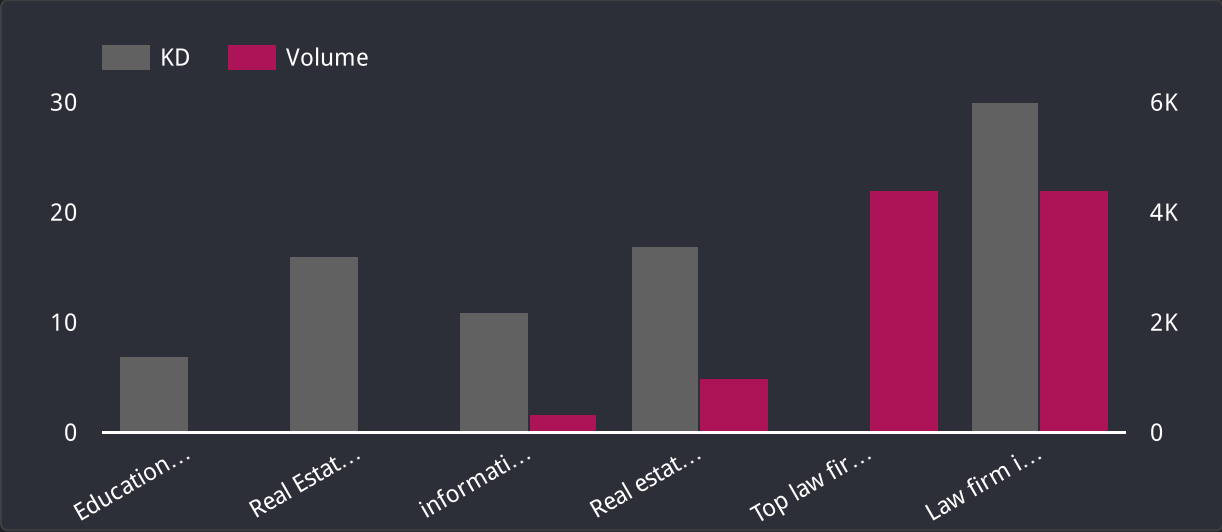
Rank Tracker (Jan-Feb) :-

Total Keywords
14

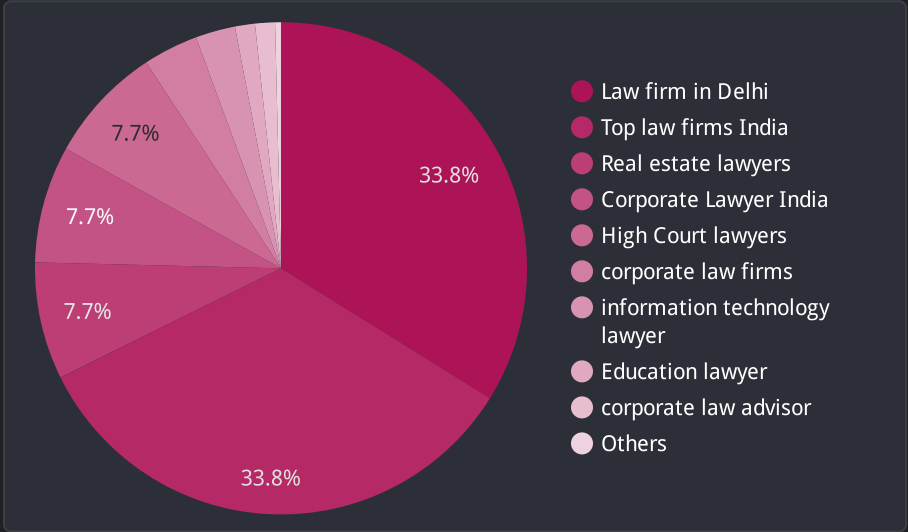
Average KD
19.15

Average Volume
1,083

Keyword Difficulty vs. Search Volume



Keyword Difficulty Distribution



Keywords Performance Table

Primary keyword	KD ▾	Volume	Rank
High Court lawyers	47	1,000	0
Law firm in Delhi	30	4,400	2
corporate law firms	28	470	20
Education law advisor	25	10	2
corporate law advisor	20	170	2

1 - 14 / 14 < >

SEO Performance Summary (Jan-Feb)

1 Feb 2025 - 28 Feb 2025

Clicks:- Clicks changed from 3,459 to 2,937 compared to last month.

Impressions:- Impressions changed from 125,591 to 107,620 compared to last month.

Clicks to Rate :- CTR changed from 3% to 3% compared to last month.

Average Positions :- Avg Positions changed from 15 to 16 compared to last month.

Organic Users:- Organic Users changed from 3,539 to 3,234 compared to last month.

Engaged Sessions:- Engaged Sessions changed from 2,160 to 2,152 compared to last month.

Engagement Rate:- Engagement Rate changed from 51% to 55% compared to last month.

Coming Month Activities Insights :-