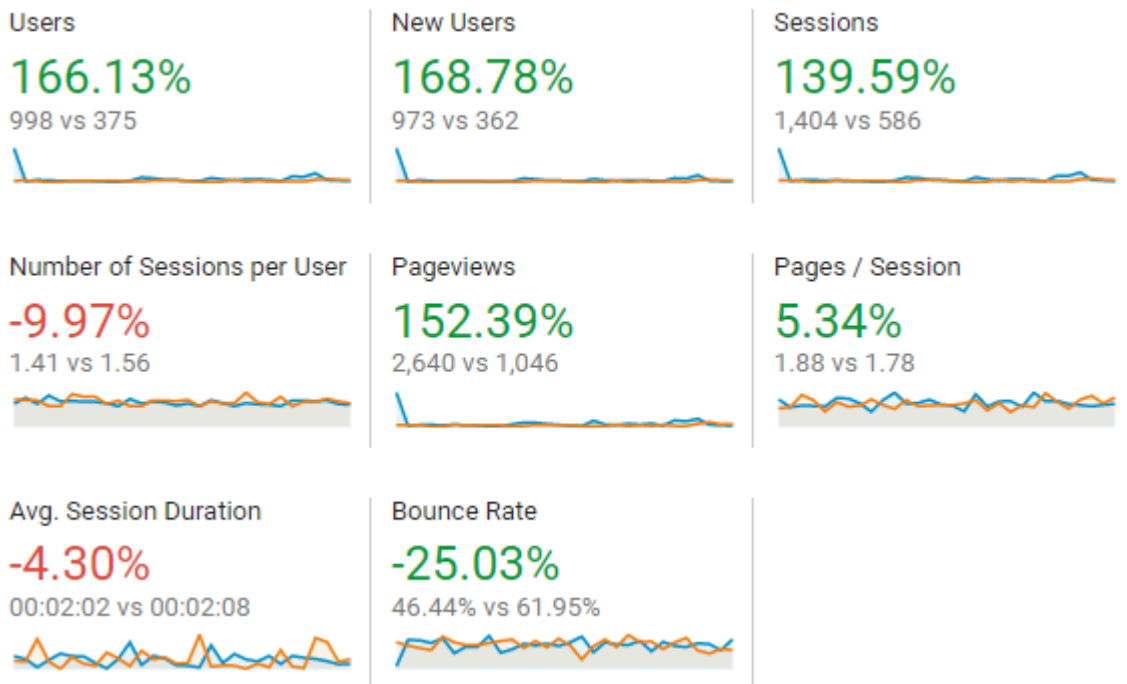# insta

SEO Monthly Progress Report - Insta IT Technologies
1 April- 30 April 2022

Overview of the Report:

- **No. of users on the site has been increased by 166.13% (998 vs 375)**
- **New users on the site have been increased by 168.78% (973 vs 362)**
- **Overall sessions on the site have been increased by 139.59% (1404 vs 586)**
- **Overall per page views has been increased by 152.39% (2640 vs 1046)**
- **Direct Traffic on the site has been increased by 263.50% (727 vs 200)**
- **Organic traffic on the site has been increased by 58.82% (243 vs 153)**
- **Referral traffic on the site has been increased by 46.15% (19 vs 13)**
- **Social traffic on the site has been increased by 12% (28 vs 25)**
- *The ranking position of 18 keywords has been increased among the targeted 25*
- *1 Keyword is ranking under the top 10 Position*
- *3 Keywords are ranking under the top 50 position*

1. Traffic Overview

- **No. of users on the site has been increased by 166.13% (998 vs 375)**
- **New users on the site have been increased by 168.78% (973 vs 362)**
- **Overall sessions on the site have been increased by 139.59% (1404 vs 586)**
- **Overall per page views has been increased by 152.39% (2640 vs 1046)**

Users	New Users	Sessions
166.13%	**168.78%**	**139.59%**
998 vs 375	973 vs 362	1,404 vs 586

Number of Sessions per User	Pageviews	Pages / Session
-9.97%	**152.39%**	**5.34%**
1.41 vs 1.56	2,640 vs 1,046	1.88 vs 1.78

Avg. Session Duration	Bounce Rate
-4.30%	**-25.03%**
00:02:02 vs 00:02:08	46.44% vs 61.95%

2. Traffic Source Comparison

Here is the traffic detail of the site in the last month.

- **Direct Traffic on the site has been increased by 263.50% (727 vs 200)**
- **Organic traffic on the site has been increased by 58.82% (243 vs 153)**
- **Referral traffic on the site has been increased by 46.15% (19 vs 13)**
- **Social traffic on the site has been increased by 12% (28 vs 25)**

Acquisition

	Users ↓	New Users ↓	Sessions ↓
	166.13% ▲	168.78% ▲	139.59% ▲
1 ■ Direct	263.50% ▲		
2 ■ Organic Search	58.82% ▲		
3 ■ Social	12.00% ▲		
4 ■ Referral	46.15% ▲		
5 ■ Paid Search	100.00% ▲		

3. Top 10 Countries From Where We Got the Highest Traffic:

	Country	Users	% Users
1.	India	556	55.66%
2.	United States	79	7.91%
3.	Bangladesh	16	1.60%
4.	Brazil	16	1.60%
5.	Japan	15	1.50%
6.	Mexico	15	1.50%
7.	China	14	1.40%
8.	France	12	1.20%
9.	Indonesia	12	1.20%
10.	Italy	11	1.10%

4. Top 10 Landing Pages which received maximum traffic:

	Page	Pageviews	% Pageviews
1.	/	1,857	70.34%
2.	/contact-us/	156	5.91%
3.	/about-us/	109	4.13%
4.	/services/	60	2.27%
5.	/portfolio/	37	1.40%
6.	/services/web-app-development/	29	1.10%
7.	/services/mobile-app-development/	25	0.95%
8.	/index.html	22	0.83%
9.	/services/flutter-app-development/	22	0.83%
10.	/industries/	21	0.80%

5. Ranking Status Overview

Within the last month, our pages indexed and we have started getting ranked-

- *The ranking position of 18 keywords has been increased among the targeted 25*
- *1 Keyword is ranking under the top 10 Position*
- *3 Keywords are ranking under the top 50 position*

S.NO	Home page	11 Apr 2022	18 Apr 2022	25 Apr 2022	2 May 2022
**Keywords Category**				
1	YII app development	5	5	8	**8**
2	AI Solutions Development	44	62	**26**	**21**
3	YII Application Development	**47**	52	**50**	**49**
4	Vue JS Development	209	**185**	196	**60**
5	Laravel Framework Development	**122**	125	**87**	**72**
6	Yii Web Application Development	**78**	83	**77**	**75**
7	symfony framework development services	86	**76**	**72**	**75**
8	social media app development	**105**	117	NA	**77**
9	retail software development services	**98**	**96**	NA	100
10	cakephp web application development	**167**	**167**	**153**	**138**
11	Ruby on Rails development	174	137	139	155
12	ionic app development services	NA	**171**	NA	**155**
13	progressive web app development services	NA	**180**	NA	**161**
14	Vue JS Development services	NA	256	**251**	**164**
15	progressive app development	NA	**181**	NA	**173**
16	Ruby on Rails Development Company	183	165	173	174
17	kotlin app development services	**175**	177	NA	**175**
18	Symfony development services	188	**187**	**187**	**180**
19	symfony software development	189	**181**	184	180
20	codeigniter web framework development company	**216**	230	**222**	**180**
21	ionic mobile app development company	NA	**200**	NA	**194**
22	NodeJS development	NA	**179**	NA	199
23	ROR development company	218	**205**	213	**211**
24	Vue JS Developers	NA	NA	NA	NA
25	Ionic app development company	NA	**205**	NA	NA

Thank You!