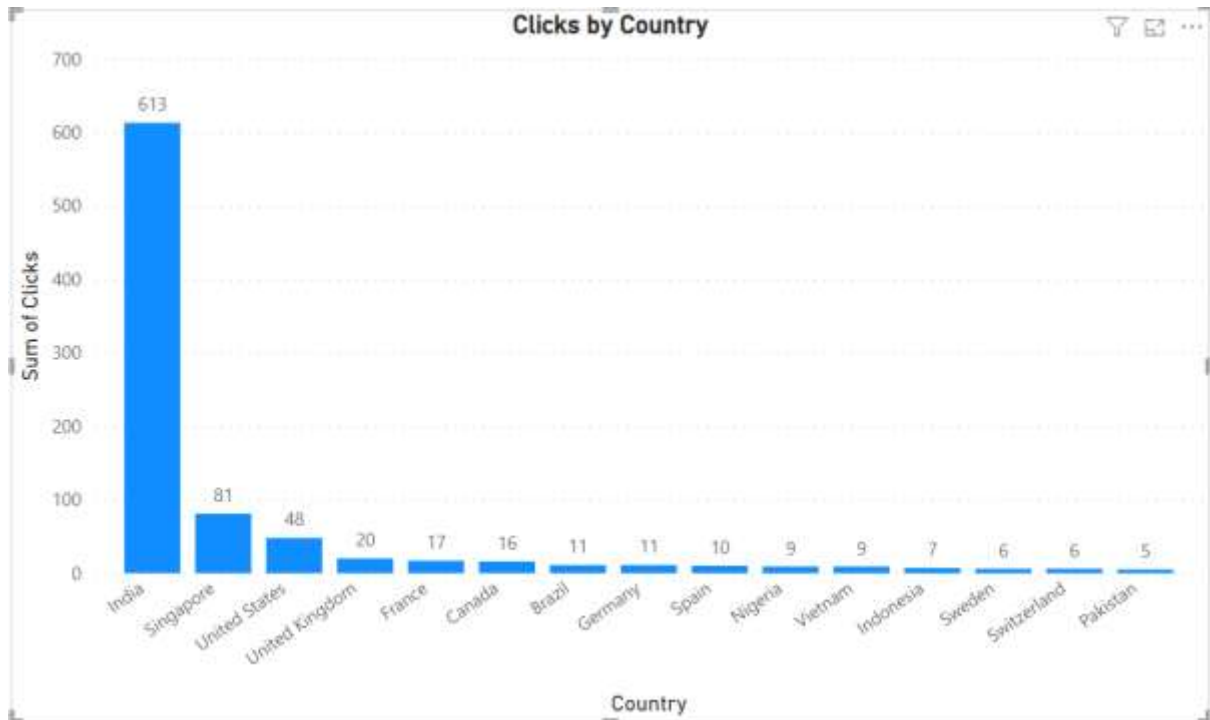# Report

1. Data analysis of Countries

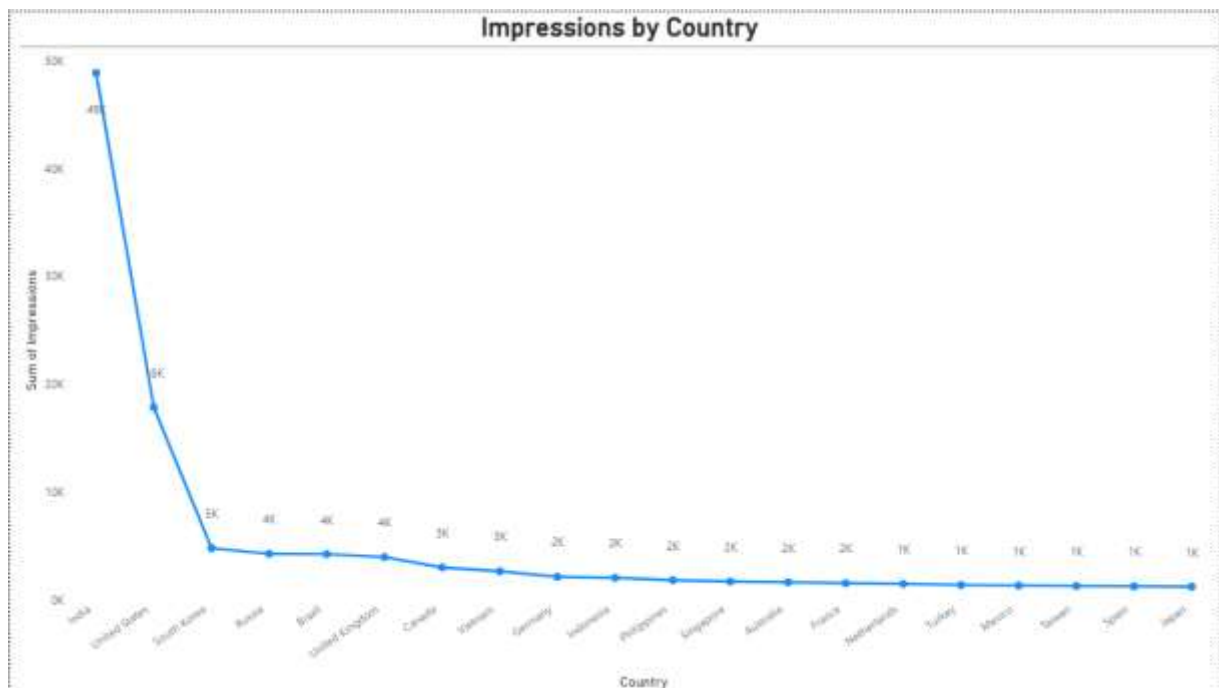**Top 15 countries by click on site**

Insight

Clicks are highest for India at 613, followed by Singapore and the United States follow, with 81 and 48 clicks, respectively.

India accounted for 63.20% of Clicks.

The remaining countries have a relatively small number of clicks.

Across all 204 Country, Clicks ranged from 0 to 613.

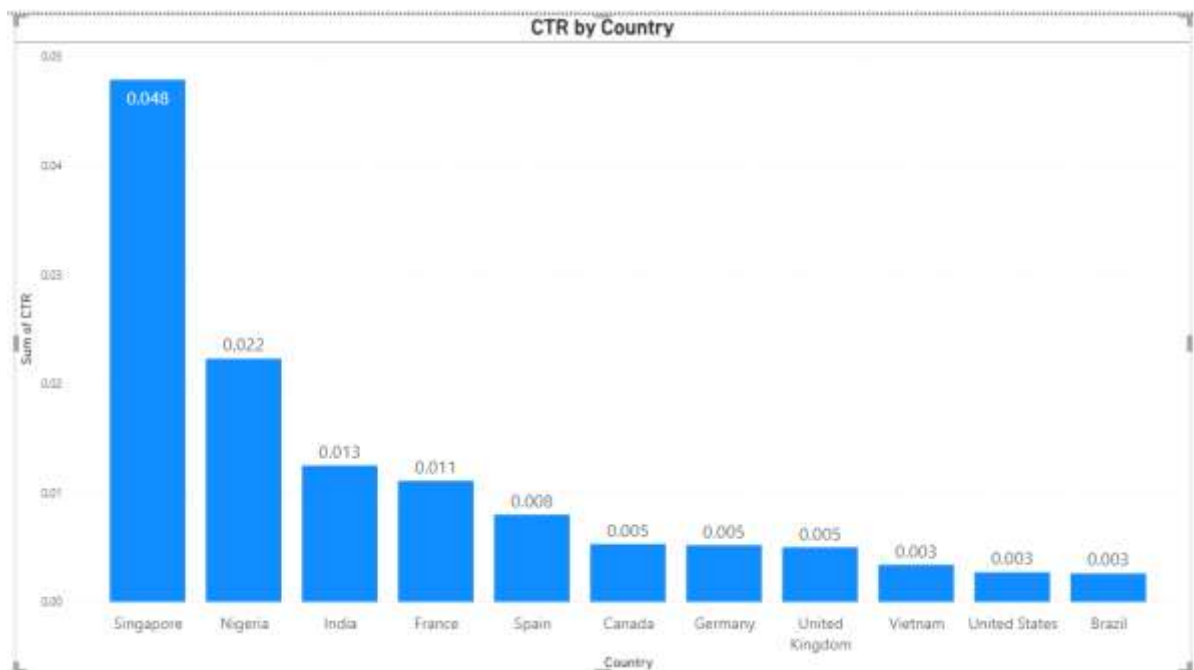**Top 15 countries by impression on site**

Top 20 countries by impressions

Insight

At 48879, India has the highest impressions and is 3,916.35% higher than Japan, which has the lowest impressions at 1217.

Across all 20 Country, India accounted for 45.11% of total impressions.

Top 15 countries by CTR on site

CTR by Country

Summery

At 4.8%, Singapore has the highest CTR and is 1,742.31% higher than Brazil, which had the lowest CTR at 0.26%.

Singapore accounted for 38.02% of CTR of total.

Across all 11 Country, average CTR ranged from 0.26% to 4.8%.

Suggestions

1. **Enhance Your SEO** (Search Engine Optimization) Strategy
   Keyword Optimization: Incorporate **relevant** keywords naturally into your content, titles, and headings.
   Quality Content: Regularly publish high-quality, relevant, and engaging content that meets the needs of your target audience. This helps improve your search engine rankings and attracts more organic traffic.
2. **Leverage social media and paid advertising** (if possible)
   Social Media Marketing: Share your content on social media platforms to increase **visibility** and **drive traffic** to your site. Engage with your audience through comments, shares, and likes.
   Paid Advertising: Use Google Ads, Facebook Ads, and other paid advertising platforms.
3. **Optimize Your User Experience:** Ensure your website is **user-friendly**, fast loading times, and a clean and simple design.
4. **Implement Email Marketing:** Build an email list and send regular newsletters with valuable content, promotions, and updates.

2.Date wise Analysis

Months (Date)	Sum of Clicks	Sum of Impressions	Average of CTR	Average of Position
Jan	80	9643	0.32	45.32
Feb	124	11725	0.78	48.85
Mar	123	17056	0.87	43.25
Apr	113	25960	0.46	47.33
May	117	22012	0.52	45.94
Jun	46	3951	0.36	43.05
Jul	53	8083	0.24	50.75
Aug	70	6067	0.39	45.88
Sep	41	3993	0.32	41.26
Oct	71	5463	0.45	42.53
Nov	69	8562	0.24	48.03
Dec	63	8159	0.25	45.74
Total/ Average	970	130674	0.43	45.80

Clicks on site months wise
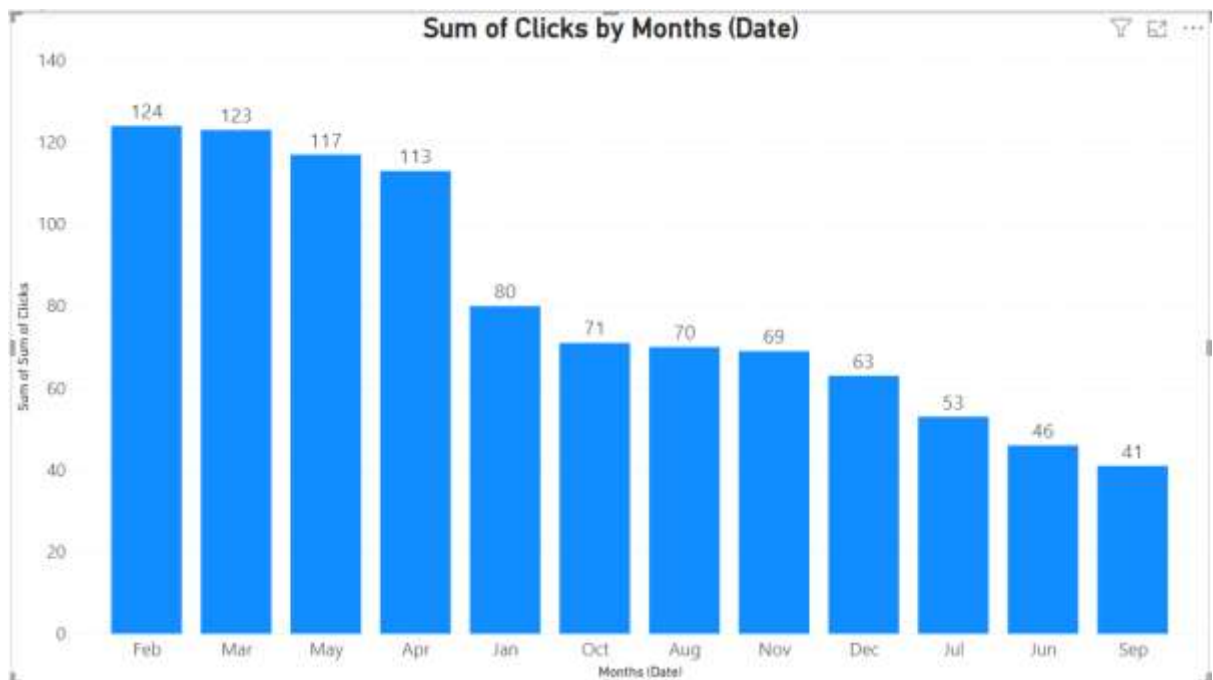
Insights

At 124, Feb has the highest Clicks, followed by March & May, and is 202.44% higher than Sep, which had the lowest Clicks at 41.
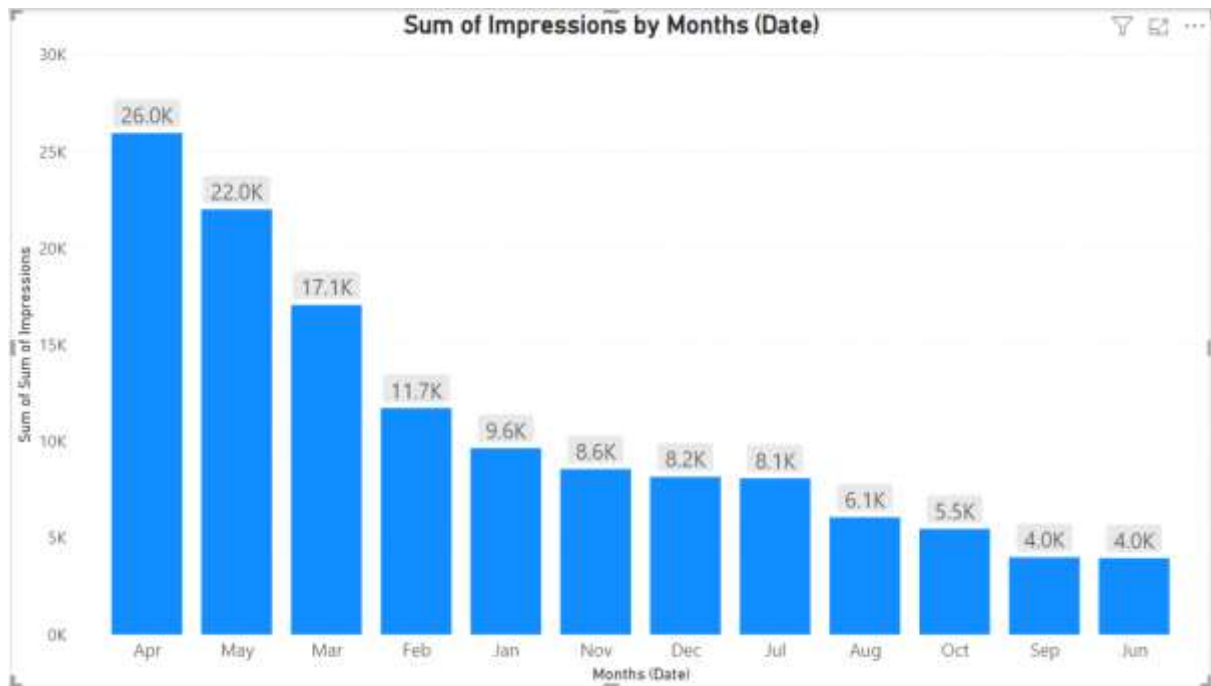
Feb accounted for 12.78% of Clicks of whole.

Across all 12 Months (Date), Clicks ranged on site from 41 to 124.

Weather wise highly clicked months are spring season months (mostly) and Monsoon & Winter are low clicked months (according to Indian weather system)

Focusing months are Sept, June and July.

Impression on site months wise
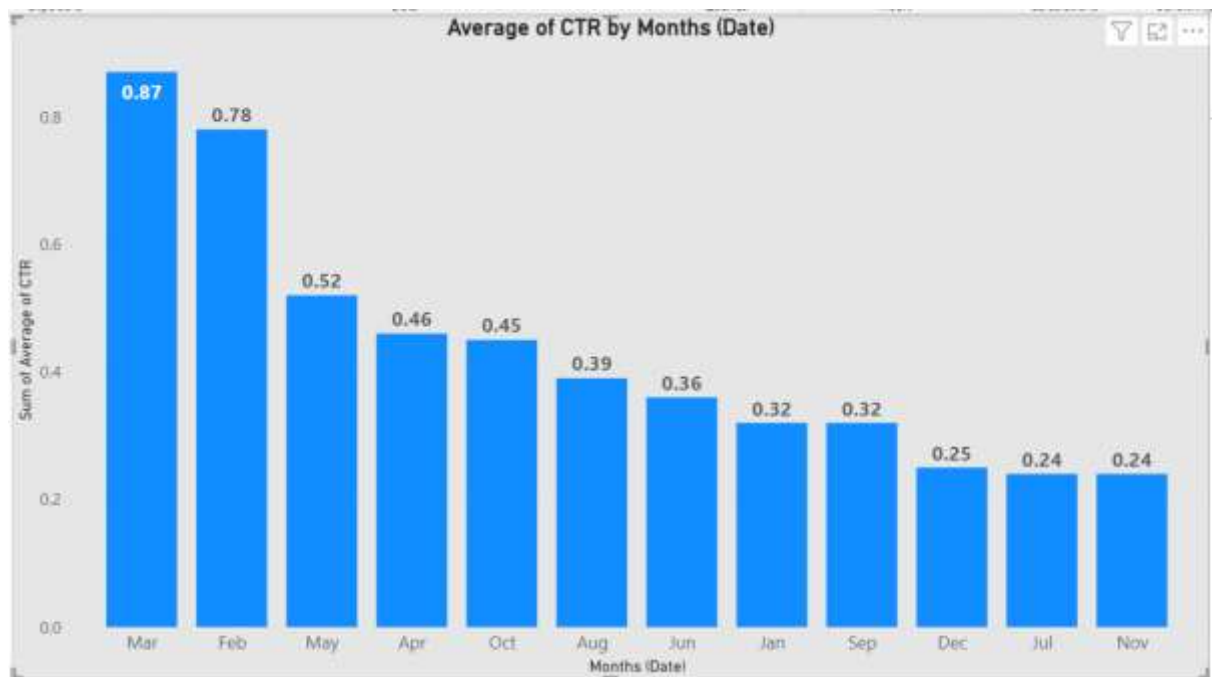

Sum of Impressions by Months (Date)

Summery

April accounted for 19.87% of total Impressions.

At 25960, Apr has the highest impressions and is 557.05% higher than Jun, which had the lowest impressions at 3951.

Across all 12 Months (Date), Impressions ranged on site from 3951 to 25960.

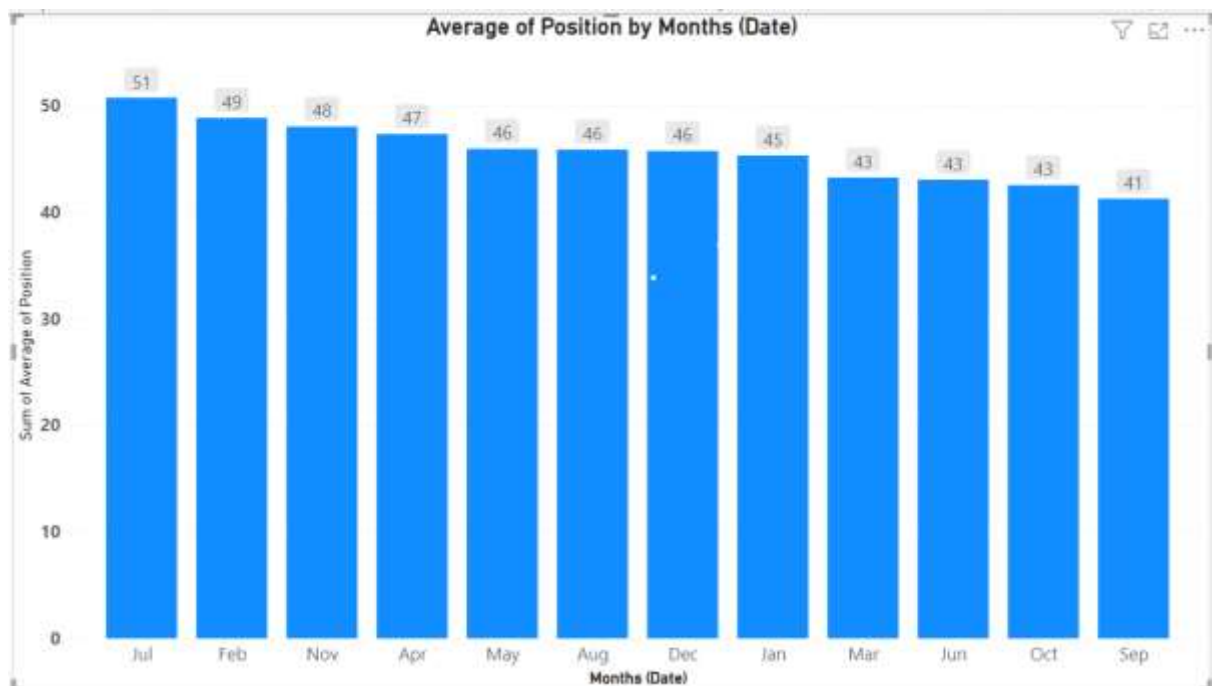**CTR months wise**

Average of CTR by Months (Date)

Insight

Average of CTR is highest for Mar at 0.87%, followed by Feb and May.

Mar accounted for 16.73% of average of CTR.

Across all 12 Months (Date), average of CTR ranged from 0.24% to 0.87%.

Position of site (months wise)

Insight

At 51, Jul has the highest average of Position and is 23% higher than Sep, which had the lowest Average of Position at 41.

Jul accounted for 9.26% of average of Position.

Across all 12 Months (Date), Average of Position ranged from 41 to 51.

Suggestions

Regularly Update Content: Ensure your website's content is regularly updated to reflect the **latest information** and **trends** relevant to your audience. **Fresh** and relevant content is more likely to rank higher in search engine results, thereby improving impressions and clicks.

Improve Site Speed: A fast-loading website improves user experience and can lead to better search engine rankings.

Social Media Promotion: Actively promote your content on social media platforms to drive traffic to your site. Engaging with your audience on social media can increase brand visibility and drive more clicks, position and impressions.
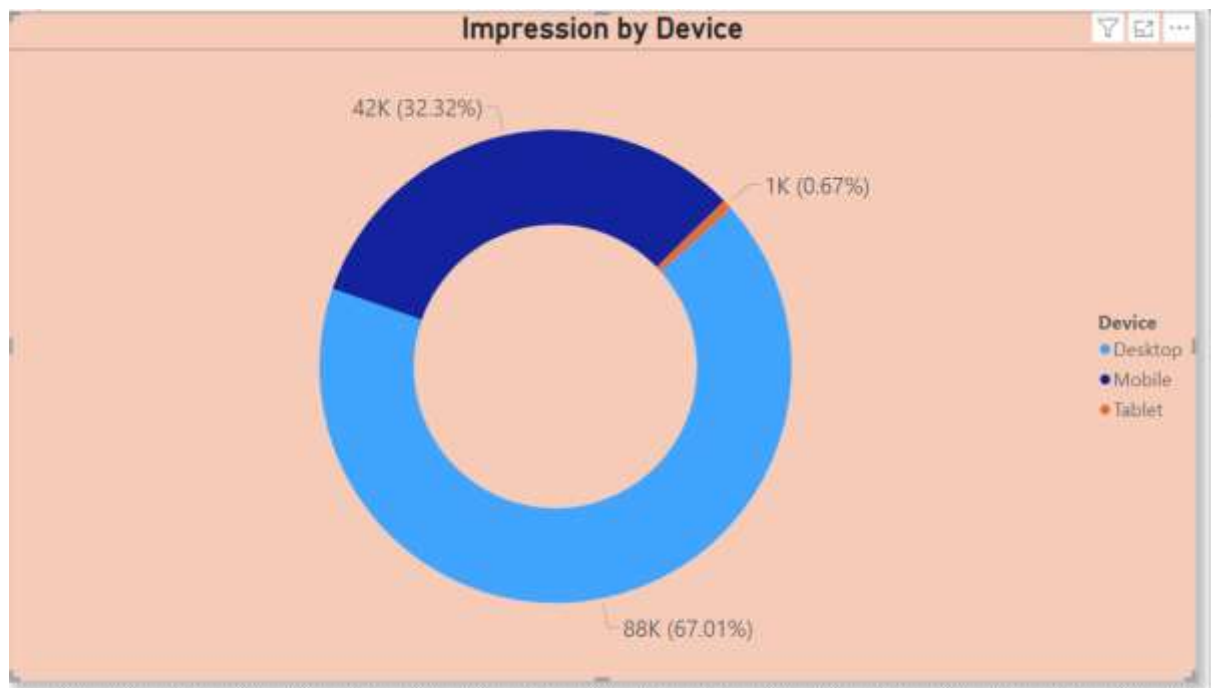
3.Devices used

Click wise device used
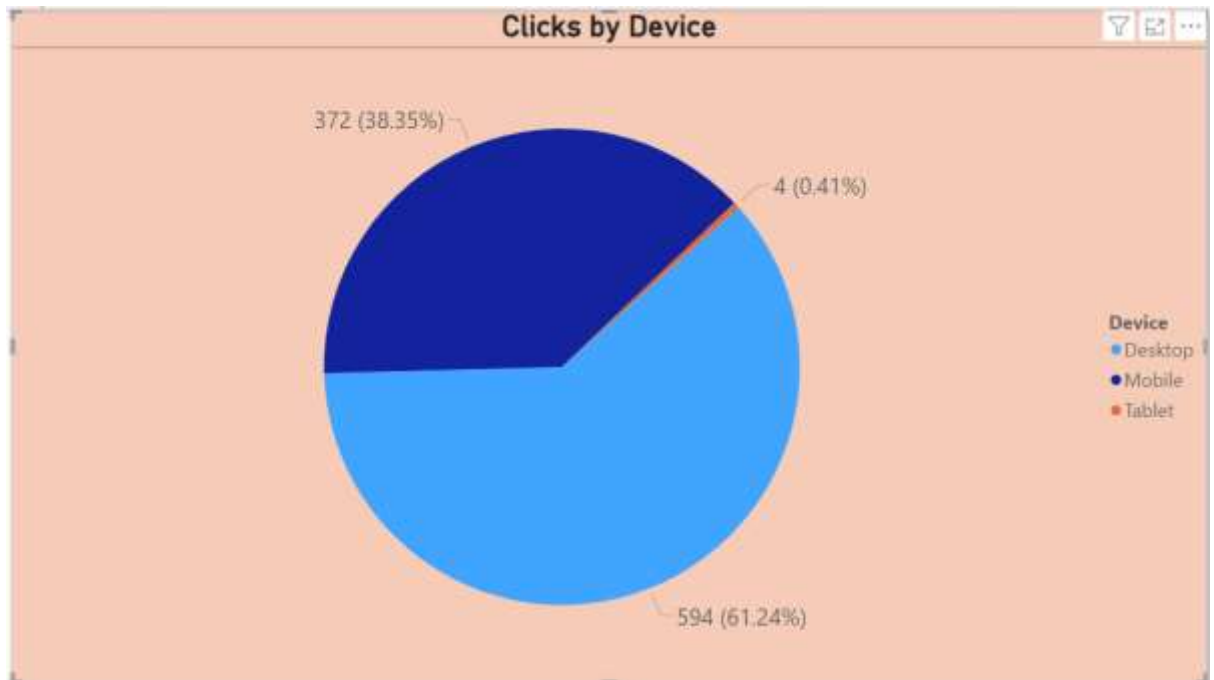
Insight

Desktop has the highest number of Clicks at 594, followed by Mobile at 372 and Tablet at 4.
Desktop accounted for 61.24% of total clicks.

Impression on site device used

Impression by Device

42K (32.32%)

1K (0.67%)

88K (67.01%)

Device
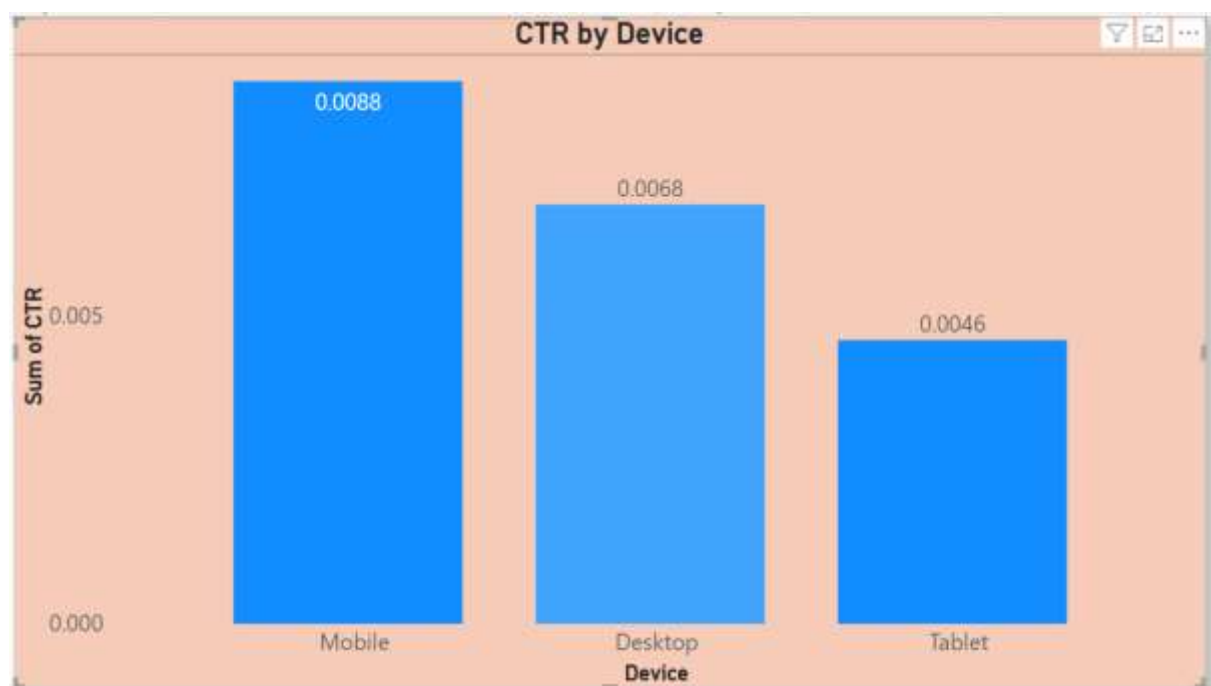- Desktop
- Mobile
- Tablet

Insight

Desktop has the highest Impressions at 87564, followed by Mobile at 42235 and Tablet at 875.

Desktop accounted for 67.01% of Sum of Impressions.

CTR wise device used

CTR by Device

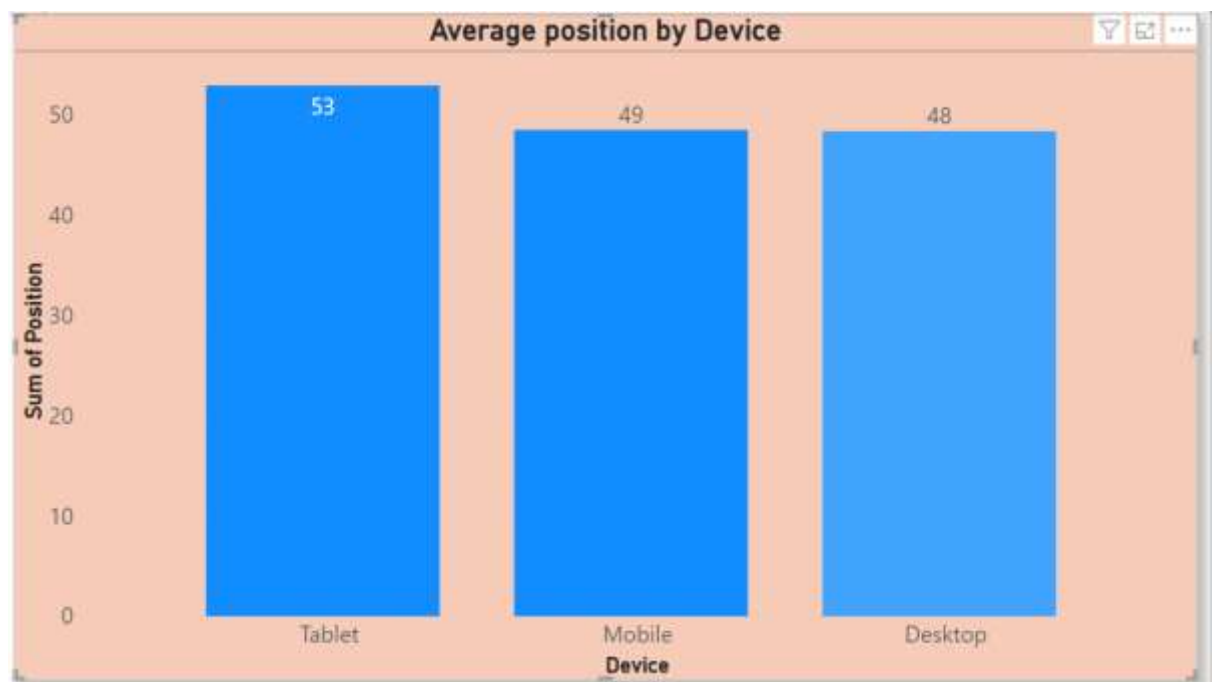| Mobile	Desktop	Tablet
0.0088	0.0068	0.0046

Sum of CTR

Device

Insight

At 0.88%, Mobile had the highest CTR and is 91.30% higher than Tablet, which has the lowest CTR at 0.46%.

Mobile has the highest CTR at 0.88%, followed by Desktop at 0.68% and Tablet at 0.46%.

Mobile accounted for 43.56% of total of CTR.

Position of site (device used)

Insight

At 53, Tablet has the highest average of Position and is 9.42% higher than Desktop, which has the lowest average of Position at 48.

Tablet has the highest average of Position at 53, followed by Mobile at 49 and Desktop at 48.

Tablet accounted for 35.33% of average of Position.

Desktop has 48 averages of Position, Mobile at 49, and Tablet had 53.

Suggestions

Mobile-Specific Content: Given the higher CTR on mobile, create content that is specifically fitted for mobile users, considering the context and usage patterns of mobile visitors.

Optimize Desktop Layout: Since desktops have a high number of impressions but a lower CTR, review Add interactive elements such as live chat support, and engaging multimedia to keep desktop users on the site longer and encourage clicks.

4.Pages

Top 5 Clicked pages

https://www.jeeviacademy.com/

https://www.jeeviacademy.com/installing-vagrant-and-git-bash/

https://www.jeeviacademy.com/?utm_source=google&utm_medium=organic&utm_campaign=GMB_Jeevi

https://www.jeeviacademy.com/courses/

https://www.jeeviacademy.com/dbaascli-grid-patch-executeprereqs-reports-inventory-location-cant-be-null-error/

Top 5 -impression- pages

https://www.jeeviacademy.com/courses/sap-accounting-course/

https://www.jeeviacademy.com/top-5-linux-certifications-in-2023/

https://www.jeeviacademy.com/ui-ux-design-course-in-chennai/

https://www.jeeviacademy.com/figma-vs-adobe-xd-vs-sketch-vs-photoshop-a-comprehensive-comparison-of-design-tools/

https://www.jeeviacademy.com/

Top 5 -CTR- pages

https://www.jeeviacademy.com/unleashing-the-power-of-ai-the-best-ai-tools-for-various-applications/

https://www.jeeviacademy.com/digital-marketing-training-institutes-your-path-to-growth-and-savings/

https://www.jeeviacademy.com/category/gitbash/

https://www.jeeviacademy.com/refund_returns/

https://www.jeeviacademy.com/shipping-and-delivery-policy/

Top 5 -Position- pages

https://www.jeeviacademy.com/mastering-advanced-bootstrap-elevating-your-web-design-skills/

https://www.jeeviacademy.com/courses/full-stack-developer-course/lesson/building-chat-client/

https://www.jeeviacademy.com/courses/sap-accounting-course/lesson/define-chart-of-account/

https://jeeviacademy.com/

https://www.jeeviacademy.com/courses/front-end-development/lesson/js-random/

5. Queries

Top 5 -Clicked- Queries

jeevi academy

dbaascli grid patch

ui ux designer course in chennai

ui ux course in chennai

data engineer course in Chennai

Top 5 - Impressions- Queries

sap accounting course

devops training in chennai

seo training in chennai

full stack developer course in chennai

jeevi

Top 5 - CTR- Queries

cloud computing training near me

aws devops training and placement in chennai

jeeviacademy

ui course near me

wordpress course in chennai

Top 5 - Position- Queries

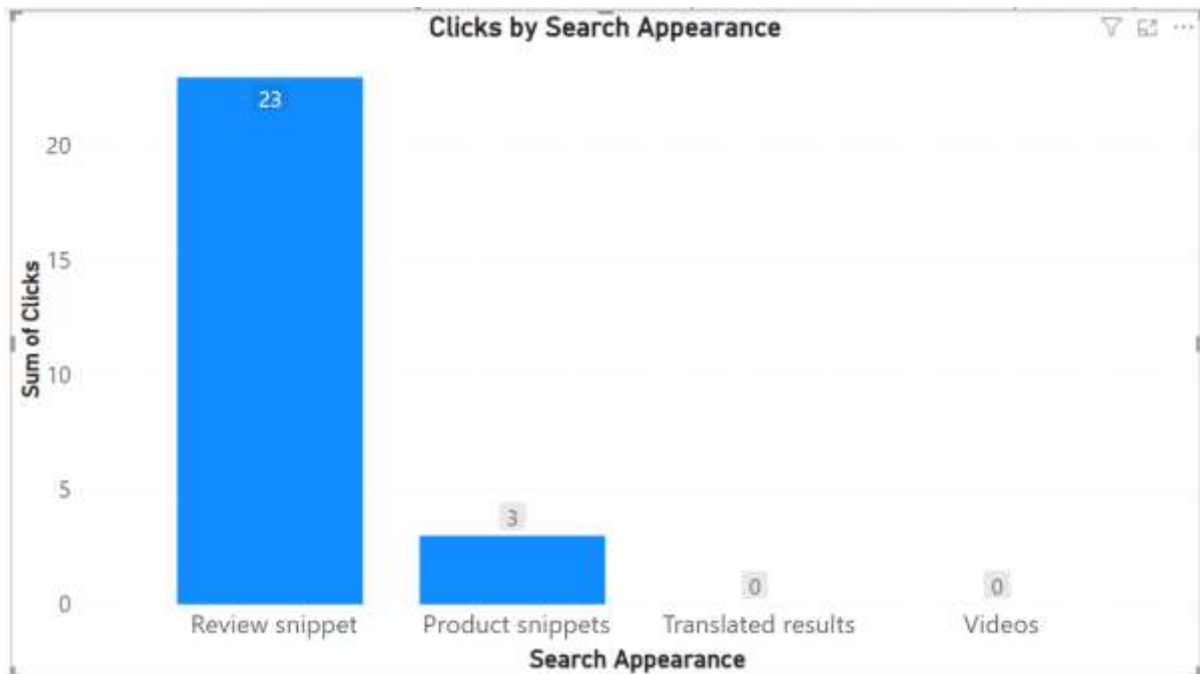cloud computing training near me

jeeviacademy

ui course near me

what does dev ops do

cloud computing services chennai

6. Search appearance
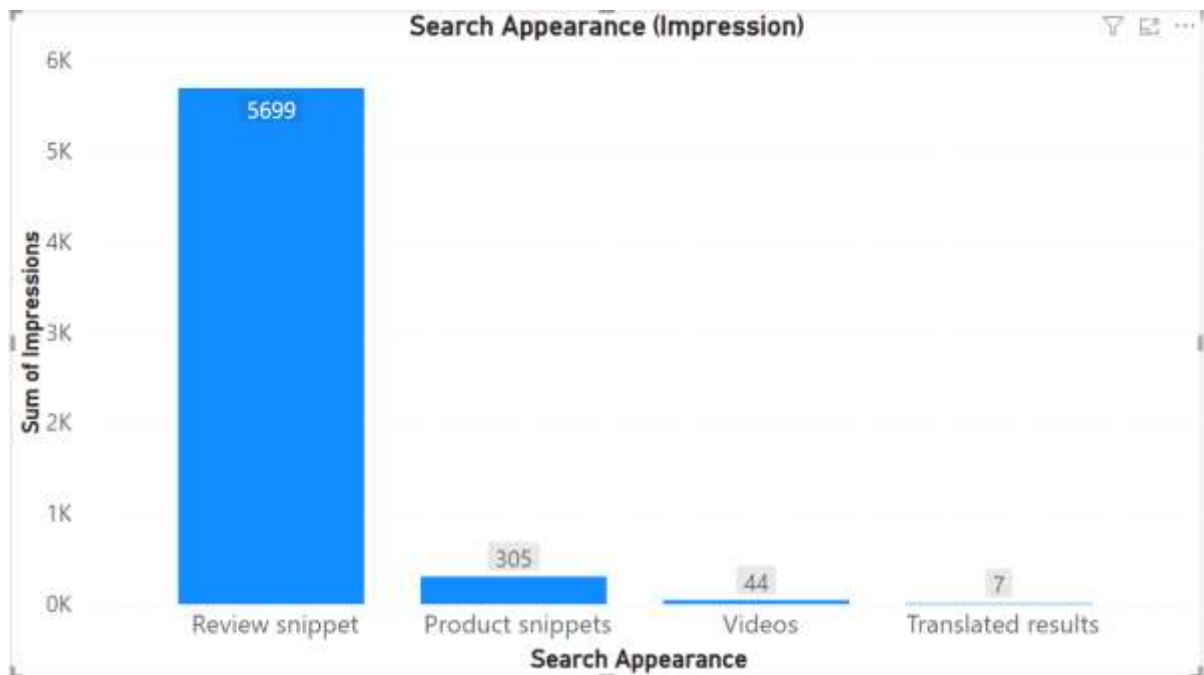
Site clicked by search appearance

Insight

Review snippet has the highest Clicks at 23, followed by Product snippets at 3.

Review snippet accounted for 88.46% of Sum of Clicks.

Translated result and videos got zero appearance.

Site impression by search appearance

Insights

At 5699, Review snippet has the highest Impressions and is 81,314.29% higher than Translated results, which has the lowest Impressions at 7.

Review snippet has the highest Impressions at 5699, followed by Product snippets, Videos, and Translated results.

Review snippet accounted for 94.12% of Impressions.
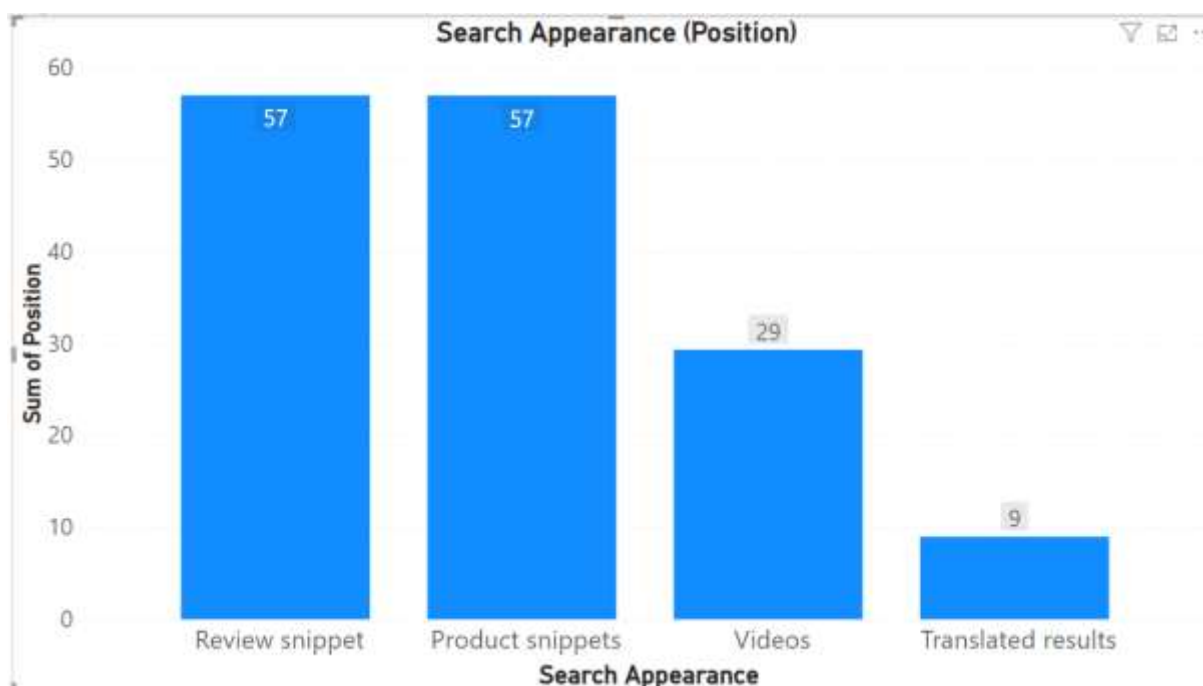
Search appearance & CTR

Search Appearance (CTR)
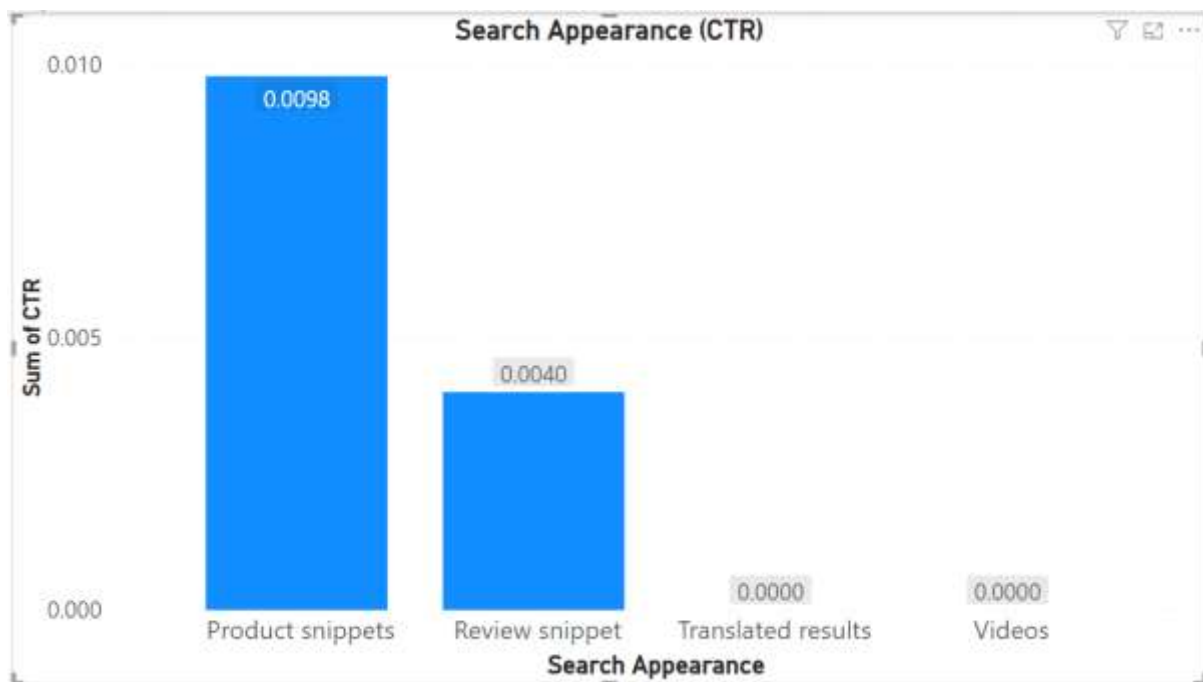
Insights

Product snippets have the highest CTR at 0.98%, followed by Review snippet at 0.40%.

Product snippets accounted for 71.01% of CTR.

Search and relative position

Search Appearance (Position)

Insight

At 57, Review snippet has the highest Position and the lowest Position of Translated results at 9.

Review snippet has the highest Position at 57, followed by Product snippets, Videos, and Translated results.

Review snippet accounted for 37.43% of Position.

Across all 4 Search Appearance, Sum of Position ranged from 9 to 57.01.

Suggestions

1. **Enhance Title Tags:** Create compelling, keyword-rich title tags that accurately describe the page content and attract clicks. Keep them under **60 characters** to ensure they are fully displayed in search results.

2. **Improve Content Quality and Relevance**: Integrate these naturally into your content, headings, and meta tags. Regularly update and expand your content to keep it fresh and relevant. Add new information, update statistics, and refine your messaging to align with current trends and user queries.

3. **Optimize for User Experience:** Mobile-Friendly Design: it is a crucial ranking factor.

Fast Load Times: Optimize your website's speed by compressing images and minimizing JavaScript and CSS files.

4. **Leverage Rich Media:** Include high-quality images and videos to enhance the user experience. Use alt text for images and provide transcriptions for videos to improve accessibility and SEO.