

My SEO Project Report:

For this I have chosen the website of Shreema Solutions, (<http://shreema.6te.net/>)

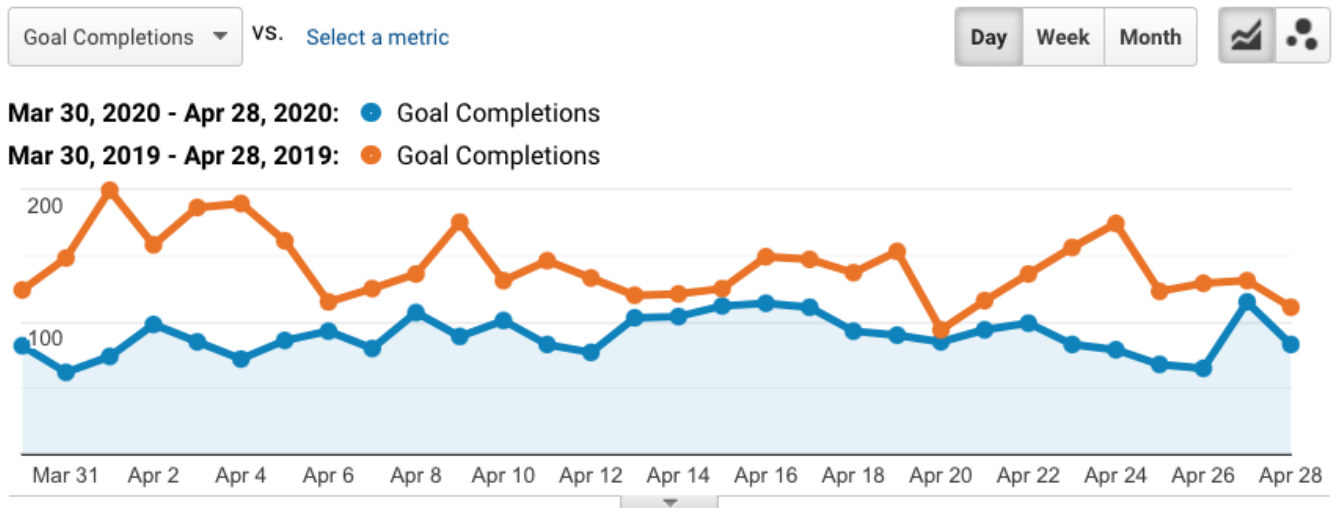
After inspection

## Organic Search Performance, YoY

Accessed this chart in Google Analytics: Acquisition → Channels → Organic Search.

Selected the date range in the upper right. Then selected the required KPI metric(s) for the chart directly above it.

(Screenshot attached)



### Performance Summary and Progress

Over the past 30 days compared to last year, the number of leads driven by organic search has decreased by 8.5%.

Keyword ?	Acquisition			Behavior			Conversions <span>All Goals ▾</span>	
	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ? ↓	Goal Completions ?
	10.78% <span>🔴</span> 26,747 vs 29,978	6.96% <span>🔴</span> 24,994 vs 26,864	10.63% <span>🔴</span> 32,755 vs 36,652	12.60% <span>🔴</span> 54.75% vs 48.62%	10.66% <span>🔴</span> 3.48 vs 3.90	5.20% <span>🔴</span> 00:02:21 vs 00:02:29	29.22% <span>🔴</span> 8.20% vs 11.59%	36.75% <span>🔴</span> 2,687 vs 4,248
1. <a href="#">google apparel store</a>								
Mar 30, 2020 - Apr 28, 2020	1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	59.00	00:41:17	200.00%	2 (0.07%)
Mar 30, 2019 - Apr 28, 2019	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	0.00%	∞%	0.00%	∞%	∞%	∞%	∞%
2. <a href="#">google corporate store</a>								
Mar 30, 2020 - Apr 28, 2020	1 (0.00%)	1 (0.00%)	1 (0.00%)	0.00%	12.00	00:13:36	100.00%	1 (0.04%)
Mar 30, 2019 - Apr 28, 2019	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	0.00%	∞%	∞%	∞%	∞%
3. <a href="#">google merchandise srote</a>								
Mar 30, 2020 - Apr 28, 2020	1 (0.00%)	1 (0.00%)	2 (0.01%)	0.00%	22.00	00:19:58	100.00%	2 (0.07%)
Mar 30, 2019 - Apr 28, 2019	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	0.00%	∞%	∞%	∞%	∞%
4. <a href="#">google merchandise store台灣</a>								
Mar 30, 2020 - Apr 28, 2020	1 (0.00%)	0 (0.00%)	1 (0.00%)	0.00%	11.00	00:03:32	100.00%	1 (0.04%)
Mar 30, 2019 - Apr 28, 2019	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	0.00%	∞%	0.00%	∞%	∞%	∞%	∞%
5. <a href="#">google tシャツ</a>								
Mar 30, 2020 - Apr 28, 2020	1 (0.00%)	1 (0.00%)	1 (0.00%)	0.00%	23.00	00:19:12	100.00%	1 (0.04%)
Mar 30, 2019 - Apr 28, 2019	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0.00%	0 (0.00%)
% Change	∞%	∞%	∞%	0.00%	∞%	∞%	∞%	∞%

## Top Organic Search Landing Pages, YoY

Landing Page ?	Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ? ↓
	<b>10.78% ↓</b> 26,747 vs 29,978	<b>6.96% ↓</b> 24,994 vs 26,864	<b>10.63% ↓</b> 32,755 vs 36,652	<b>12.60% ↑</b> 54.75% vs 48.62%	<b>10.66% ↓</b> 3.48 vs 3.90	<b>5.20% ↓</b> 00:02:21 vs 00:02:29	<b>29.22% ↓</b> 8.20% vs 11.59%	<b>36.75% ↓</b> 2,687 vs 4,248
1. <a href="#">/home</a>								
Mar 30, 2020 - Apr 28, 2020	15,779 (54.60%)	14,225 (56.91%)	18,701 (57.09%)	58.77%	3.05	00:02:13	6.14%	1,149 (42.76%)
Mar 30, 2019 - Apr 28, 2019	16,378 (50.30%)	14,184 (52.80%)	19,227 (52.46%)	50.75%	3.82	00:02:28	10.76%	2,068 (48.68%)
% Change	-3.66%	0.29%	-2.74%	15.79%	-20.23%	-9.97%	-42.88%	-44.44%
2. <a href="#">/google+redesign/apparel/mens/mens+t+shirts</a>								
Mar 30, 2020 - Apr 28, 2020	1,911 (6.61%)	1,771 (7.09%)	2,013 (6.15%)	39.34%	5.61	00:02:53	16.89%	340 (12.65%)
Mar 30, 2019 - Apr 28, 2019	3,116 (9.57%)	2,815 (10.48%)	3,301 (9.01%)	38.99%	4.66	00:02:48	15.69%	518 (12.19%)
% Change	-38.67%	-37.09%	-39.02%	0.91%	20.32%	3.04%	7.63%	-34.36%
3. <a href="#">/google+redesign/shop+by+brand/youtube</a>								
Mar 30, 2020 - Apr 28, 2020	4,375 (15.14%)	4,204 (16.82%)	4,562 (13.93%)	52.52%	3.26	00:01:30	6.66%	304 (11.31%)
Mar 30, 2019 - Apr 28, 2019	3,658 (11.23%)	3,403 (12.67%)	3,881 (10.59%)	51.82%	3.18	00:01:32	7.83%	304 (7.16%)
% Change	19.60%	23.54%	17.55%	1.36%	2.42%	-2.38%	-14.93%	0.00%
4. <a href="#">/google+redesign/apparel</a>								
Mar 30, 2020 - Apr 28, 2020	1,267 (4.38%)	997 (3.99%)	1,382 (4.22%)	34.37%	5.65	00:03:57	16.93%	234 (8.71%)
Mar 30, 2019 - Apr 28, 2019	1,240 (3.81%)	982 (3.66%)	1,347 (3.68%)	36.23%	4.76	00:03:16	14.85%	200 (4.71%)
% Change	2.18%	1.53%	2.60%	-5.13%	18.76%	20.69%	14.04%	17.00%
5. <a href="#">/google+redesign/apparel/mens</a>								
Mar 30, 2020 - Apr 28, 2020	503 (1.74%)	392 (1.57%)	539 (1.65%)	35.25%	4.83	00:03:25	14.66%	79 (2.94%)
Mar 30, 2019 - Apr 28, 2019	599 (1.84%)	466 (1.73%)	637 (1.74%)	38.15%	4.55	00:03:06	14.13%	90 (2.12%)
% Change	-16.03%	-15.88%	-15.38%	-7.59%	6.16%	10.16%	3.74%	-12.22%

## Top Keyword Rankings, March 30 - April 28, 2020

Query	↓ Clicks	Impressions	CTR	Position
██████████	6,325	18,942	33.4%	1
██████████	3,844	14,722	26.1%	1
██████████	3,039	7,623	39.9%	1.1
██████	2,280	9,511	24%	1.1
██████████	2,217	326,778	0.7%	7.2
██████████	2,066	6,647	31.1%	1.1
██████████████	1,972	7,286	27.1%	1
██████████	1,811	94,830	1.9%	8.4
██████████	1,366	19,339	7.1%	3.4
██████████	1,332	3,743	35.6%	1