

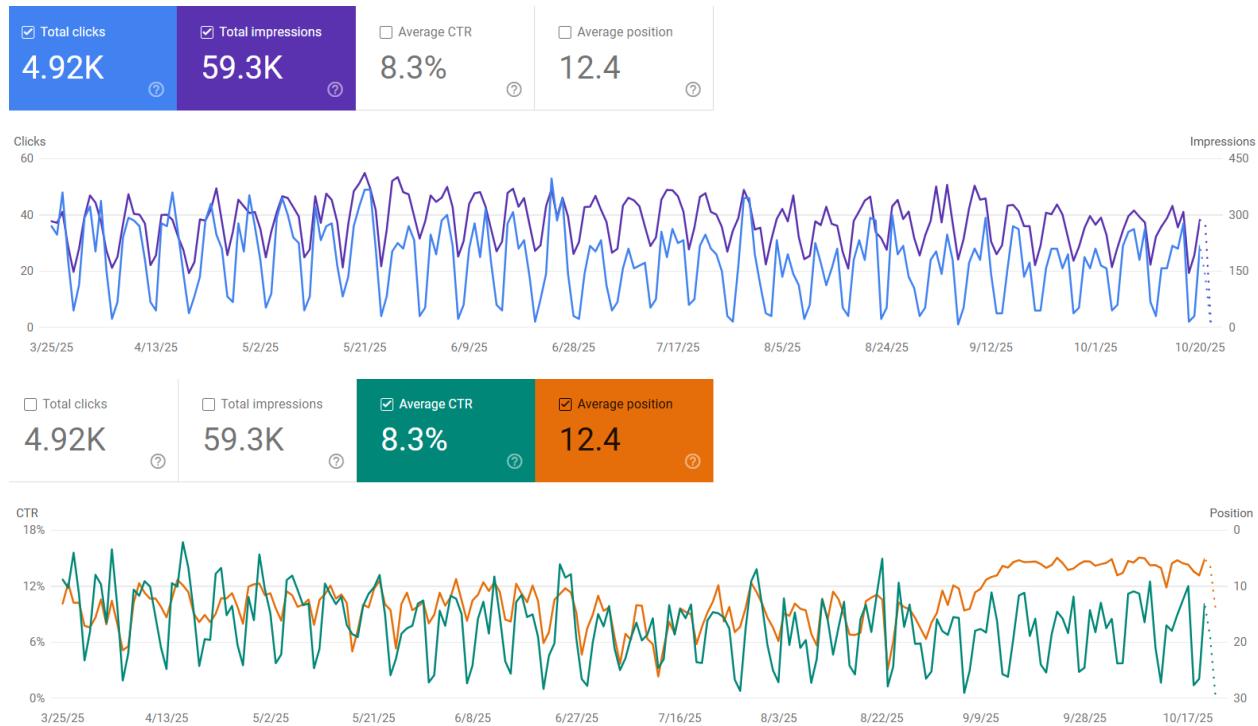
# Performance Analytics of Tessonics Website

This document provides a detailed analysis of the performance of the Tessonics Website and its reach according to Google Search Console (GSC). As of the time this report was written on October 22nd 2025, we have about seven months of analytical data regarding our website.

## Website Traffic and Queries

According to GSC, our Tessonics website's traffic remains consistent with expected dips during the weekends. However, there is currently no long-term change in the number of clicks, impressions or average CTR. The average position of our website has improved in the last month of data.

- An **impression** refers to when our website displays in a user's search result.
- A **click** refers to when a user actively clicks on our website.
- The **average CTR** (Click-Through Rate) is the percentage of users who click on a link, ad, or button on our website compared to the total number of users who view the page or ad.
- The **average position** is the average position of your site in search results, based on its highest position whenever it appears in a search.



While there is a moderate improvement in the average position of our website, this does not reflect positively for search queries, which are discussed in the next section.

## Website Queries

This table below shows the top 30 queries sorted by the number of impressions made.

Top queries	Clicks	Impressions
riwa	27	10,753
image1	98	3,454
tessonics	1,558	3,092
rswa	5	1,799
v3 software	5	784
coupling gel	0	510
tesonic	63	391
ultrasound coupling gel	0	375
tessonics f2	149	368
f2 software	1	363
tessonics inc	159	349
tessonic	132	320
f2 download	6	296
testsonic	8	256
tessonics europe gmbh	3	237
automotive non-destructive testing (ndt) systems	0	234
v4 software	9	227
industrial ultrasound	0	215
ultrasonic couplant gel	0	201
f1 platform	0	192
weld analyzer	0	181
cold spray equipment	1	176
testonics	4	173
ultrasonic coupling gel	0	171
ultrasonic weld inspection equipment	0	163
acoustic coupling gel	0	159
dsp board	0	135

The queries that leave the largest number of impressions and clicks are those deliberately searching for our company and our company's products specifically, such as "tessonics" (with various misspellings), F2, V4 software, RIWA and image1. Generic search terms like NDE, ultrasonic inspection, spot welds and other terms do not display our website as much, resulting in our website being displayed on the fourth or fifth pages in the search results.

## Top Pages

This table shows the top 25 website pages sorted by the number of impressions made.

Top pages	Clicks	Impressions
<a href="https://tessonics.com/products/riwa/">https://tessonics.com/products/riwa/</a>	119	13,234
<a href="https://tessonics.com/products/f2/">https://tessonics.com/products/f2/</a>	453	11,822
<a href="https://tessonics.com/">https://tessonics.com/</a>	1,818	11,723
<a href="https://tessonics.com/products/">https://tessonics.com/products/</a>	322	11,504
<a href="https://tessonics.com/downloads/f2/">https://tessonics.com/downloads/f2/</a>	150	9,495
<a href="https://tessonics.com/about/">https://tessonics.com/about/</a>	82	8,864
<a href="https://tessonics.com/contact/">https://tessonics.com/contact/</a>	131	8,109
<a href="https://tessonics.com/products/imagel/">https://tessonics.com/products/imagel/</a>	156	8,035
<a href="https://tessonics.com/products/f1/">https://tessonics.com/products/f1/</a>	171	5,906
<a href="https://www.tessonics.com/">https://www.tessonics.com/</a>	316	4,666
<a href="https://tessonics.com/careers/">https://tessonics.com/careers/</a>	71	4,006
<a href="https://tessonics.com/products/ttg1/">https://tessonics.com/products/ttg1/</a>	27	2,593
<a href="http://tessonics.com/products/">http://tessonics.com/products/</a>	24	2,531
<a href="https://www.tessonics.com/products/imagel/">https://www.tessonics.com/products/imagel/</a>	76	2,317
<a href="http://tessonics.com/downloads/f2/">http://tessonics.com/downloads/f2/</a>	100	1,993
<a href="https://tessonics.com/products/dfcs-1000/">https://tessonics.com/products/dfcs-1000/</a>	40	1,988
<a href="http://tessonics.com/">http://tessonics.com/</a>	272	1,874
<a href="https://tessonics.com/downloads/v3/">https://tessonics.com/downloads/v3/</a>	32	1,507
<a href="http://tessonics.com/assets/legacy-files/f1-hardware-manual_a4.pdf">http://tessonics.com/assets/legacy-files/f1-hardware-manual_a4.pdf</a>	82	1,451
<a href="http://tessonics.com/assets/legacy-files/v3-rswa-admin-guide_a4.pdf">http://tessonics.com/assets/legacy-files/v3-rswa-admin-guide_a4.pdf</a>	67	1,414
<a href="http://tessonics.com/assets/legacy-files/v3-rswa-user-guide_a4.pdf">http://tessonics.com/assets/legacy-files/v3-rswa-user-guide_a4.pdf</a>	66	1,140
<a href="https://tessonics.com/downloads/v4/">https://tessonics.com/downloads/v4/</a>	42	1,101
<a href="https://www.tessonics.com/products/imagel/imagel-files/SDS IMAGEL ASIA Traditional Chinese 2019.pdf">https://www.tessonics.com/products/imagel/imagel-files/SDS IMAGEL ASIA Traditional Chinese 2019.pdf</a>	23	949
<a href="http://tessonics.com/about/">http://tessonics.com/about/</a>	4	769
<a href="http://tessonics.com/contact/">http://tessonics.com/contact/</a>	12	762

These results indicate that the RSWA devices, especially the F2 platform, are the most popular along with our RIWA products. Other products such as Image and TTG1 show a significant number of impressions as well.

## Countries

This table shows the top 25 countries where people view our website, sorted by the number of impressions.

Country	Clicks	Impressions
United States	1,300	19,322
Canada	1,056	5,109
Mexico	343	1,515
Germany	239	2,123
Brazil	213	1,766
India	207	8,024
United Kingdom	152	1,976
Thailand	143	630
Japan	99	614
South Korea	88	638
Poland	82	531
Italy	67	550
Vietnam	65	511
Spain	64	482
Turkey	51	517
Taiwan	50	707
France	50	639
Indonesia	47	646
Russia	42	684
Czechia	41	235
Sweden	40	260
Portugal	33	141
Hungary	32	169
Singapore	29	251
Slovakia	29	118

These results show that the United States and Canada have the most clicks and impressions out of all other countries, and the top three are all North American countries. European countries like Germany and the UK are the only ones that belong in the top 10 search results, which is expected since European countries mostly use our [European website](#).

## Devices

This table shows the number of clicks and impressions from each device.

Device	Clicks	Impressions
Desktop	3,772	37,414
Mobile	1,143	21,444
Tablet	6	451

Desktops and laptops have the most impressions and clicks, with mobile devices ranking as second most common.

## Concerns with the Website

Since the last report was compiled on April 11th 2025, we can see there have been little to no significant improvements in the number of clicks, impressions or average CTR for our website. This is after the following modifications were made to our website, including:

1. We replaced all occurrences of HTTP links to our website with HTTPS, while also modifying our host name to include HTTPS.
2. We added multiple keywords to our website metadata, which saw no significant results. This is because the “keywords” metadata field that we used has become outdated and is commonly disregarded by most search engines.
3. We fixed multiple layout and display issues with our website to make it more mobile-friendly, especially for our About page.

## Updates Being Made

To address these concerns, we are currently implementing more changes to our website. First, we are adding more keywords to the titles and descriptions of our webpages, which is a better way to allow our website to appear with certain key terms. These include:

- Ultrasonic (and Ultrasound);
- Imaging;
- Spot welds;
- Adhesive bonds;
- RSWA and ABIS;
- Real-Time Integrated Weld Analyzer (and RIWA); and
- NDE.

Additionally, we added alternate descriptions (or “alt” attributes) to all our images on the website, allowing web crawlers to understand the contents of our images. This also has the effect of making our website more accessible to viewers with screen readers, which should improve our ranking and search-engine optimization. These descriptions also contain the key terms described above, which should have the effect of further improving our ranking over time.

## Conclusion

Our website has seen no significant improvement in terms of the number of impressions and clicks, or for the average CTR. We have seen a marginal improvement in the average position of our website in the last month, but it is still below what we would like to see. Adding more key terms, more accurate descriptions and leveraging various keywords should allow us to improve these metrics over time. Google Search Console has received additional requests to reindex our website and improve our ranking among other companies.