

Google Search Console

Monthly Page Group Report

March 2025

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Website: heysho.com

Data Source: Google Search Console

Data Range: 2023-09-01 - 2025-04-12

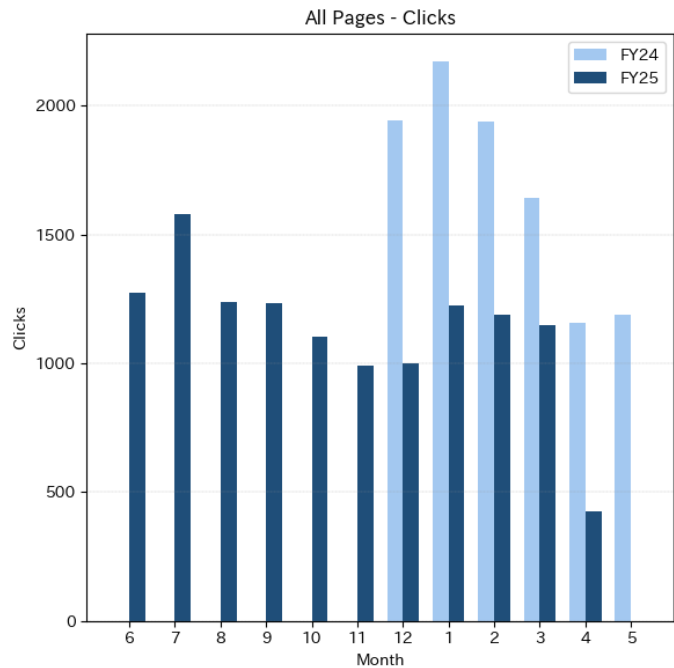
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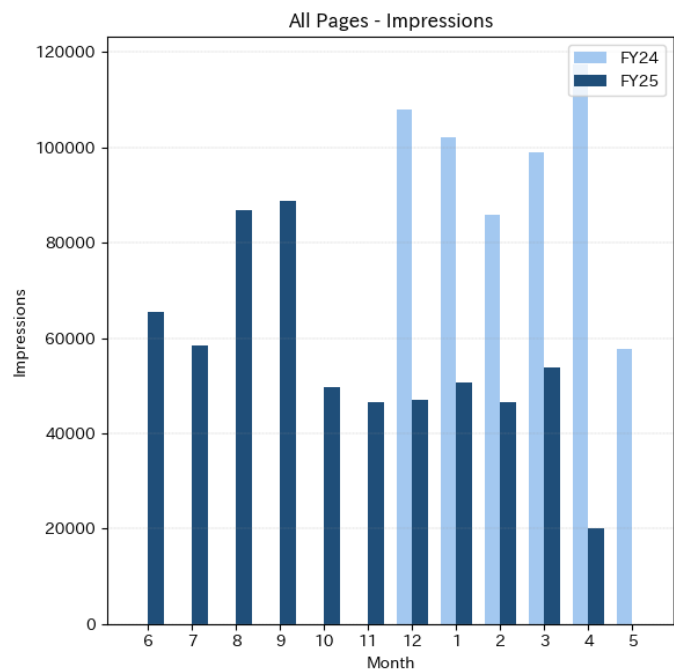
1-a. All Pages - Clicks

month	FY24	FY25	YoY	MoM
6	0	1,273	-	7%
7	0	1,578	-	24%
8	0	1,239	-	-21%
9	0	1,234	-	0%
10	0	1,105	-	-10%
11	0	992	-	-10%
12	1,944	1,000	-49%	1%
1	2,169	1,222	-44%	22%
2	1,937	1,187	-39%	-3%
3	1,640	1,150	-30%	-3%
4	1,158	424	-63%	-63%
5	1,187	0	-	-100%



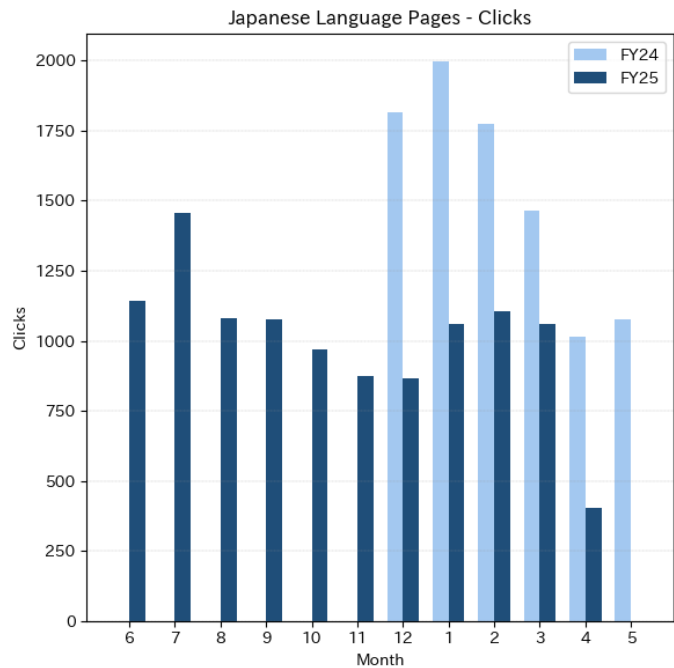
1-b. All Pages - Impressions

month	FY24	FY25	YoY	MoM
6	0	65,387	-	13%
7	0	58,560	-	-10%
8	0	86,907	-	48%
9	0	88,735	-	2%
10	0	49,616	-	-44%
11	0	46,660	-	-6%
12	107,927	46,917	-57%	1%
1	102,098	50,679	-50%	8%
2	85,914	46,605	-46%	-8%
3	99,017	53,848	-46%	16%
4	117,318	20,054	-83%	-63%
5	57,809	0	-	-100%



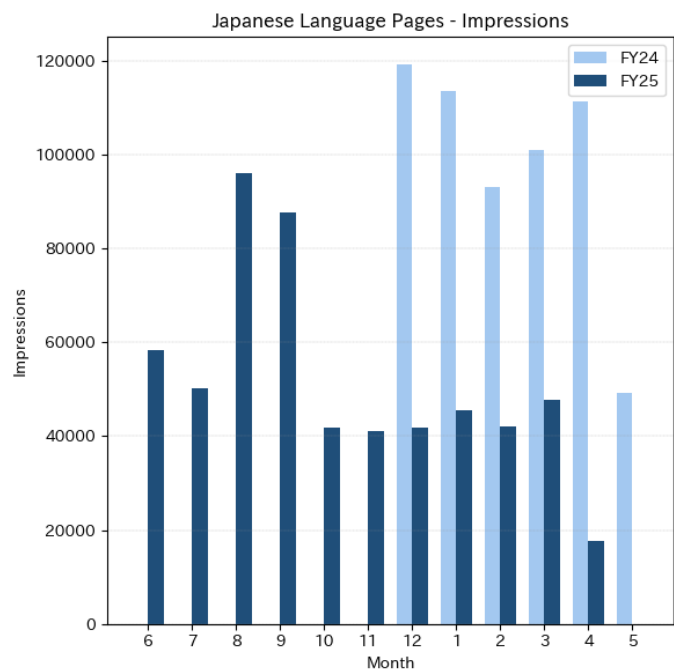
2-a. Japanese Language Pages - Clicks

month	FY24	FY25	YoY	MoM
6	0	1,144	-	6%
7	0	1,458	-	27%
8	0	1,081	-	-26%
9	0	1,078	-	0%
10	0	969	-	-10%
11	0	873	-	-10%
12	1,815	866	-52%	-1%
1	1,995	1,061	-47%	23%
2	1,776	1,107	-38%	4%
3	1,464	1,060	-28%	-4%
4	1,015	403	-60%	-62%
5	1,077	0	-	-100%



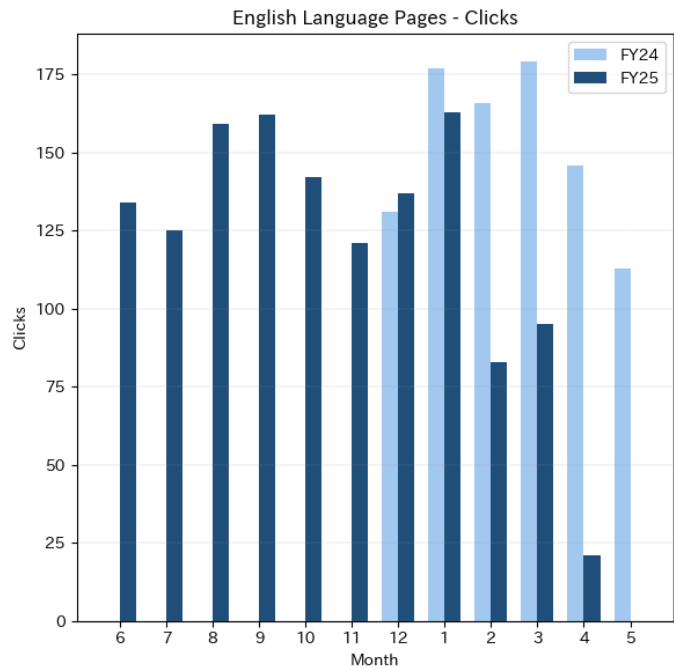
2-b. Japanese Language Pages - Impressions

month	FY24	FY25	YoY	MoM
6	0	58,210	-	18%
7	0	50,206	-	-14%
8	0	96,009	-	91%
9	0	87,553	-	-9%
10	0	41,735	-	-52%
11	0	41,021	-	-2%
12	119,052	41,818	-65%	2%
1	113,541	45,422	-60%	9%
2	92,979	42,178	-55%	-7%
3	100,934	47,735	-53%	13%
4	111,331	17,725	-84%	-63%
5	49,218	0	-	-100%



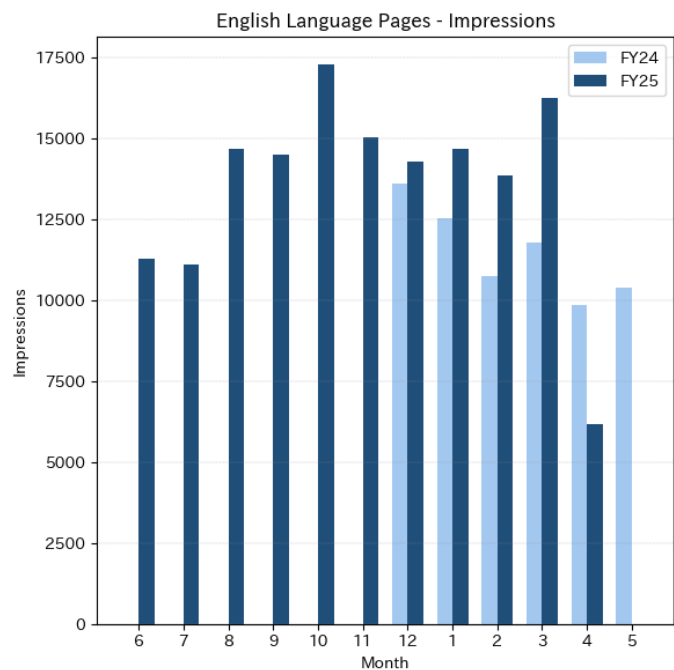
3-a. English Language Pages - Clicks

month	FY24	FY25	YoY	MoM
6	0	134	-	19%
7	0	125	-	-7%
8	0	159	-	27%
9	0	162	-	2%
10	0	142	-	-12%
11	0	121	-	-15%
12	131	137	5%	13%
1	177	163	-8%	19%
2	166	83	-50%	-49%
3	179	95	-47%	14%
4	146	21	-86%	-78%
5	113	0	-	-100%



3-b. English Language Pages - Impressions

month	FY24	FY25	YoY	MoM
6	0	11,265	-	9%
7	0	11,109	-	-1%
8	0	14,657	-	32%
9	0	14,502	-	-1%
10	0	17,264	-	19%
11	0	15,039	-	-13%
12	13,603	14,285	5%	-5%
1	12,517	14,680	17%	3%
2	10,743	13,844	29%	-6%
3	11,766	16,249	38%	17%
4	9,837	6,165	-37%	-62%
5	10,369	0	-	-100%



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Explanation of Metrics

- **clicks:** The number of times users clicked on your website's URL from Google Search results.
- **Impressions:** The number of times your website's URL appeared in Google Search results.
- **MoM (Month-over-Month):** Percentage change from one month to the previous month.
- **YoY (Year-over-Year):** Percentage change compared to the same month in the previous fiscal year.

Explanation of Page Groups

- **All Pages:** Aggregated performance data for every page on the website, offering a comprehensive view of overall traffic.
- **Japanese Language Pages:** Traffic data for pages primarily intended for Japanese audiences, identified by URLs that do not contain '/en/'.
- **English Language Pages:** Traffic data for pages targeted toward English-speaking audiences, recognized by the inclusion of '/en/' in the URL.