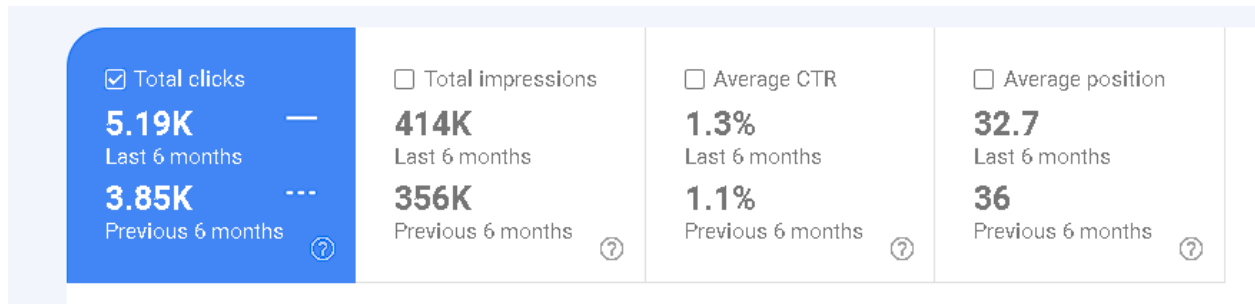


Google Search Console Performance - Last 6 months Compared to Previous 6 months



Pos.	Visibility	Visibility gain
1 ↑ 99	2.00%	+2.00%
2 ↑ 98	0.69%	+0.69%
8 ↑ 92	0.19%	+0.19%
10 ↑ 90	0.12%	+0.12%
10 ↑ 90	0.12%	+0.12%

Google Analytics - Last 6 months Compared to Previous 6 months

Users	New users	Users
43K	39K	43,117
↑ 38.8%	↑ 28.3%	vs. 31,068
		↑ 38.78%

1	Direct	
	Jan 1 - Jun 19, 2023	25,384
	Jul 15 - Dec 31, 2022	15,567
	% change	63.06%

2	Organic Search	
	Jan 1 - Jun 19, 2023	7,088
	Jul 15 - Dec 31, 2022	5,269
	% change	34.52%

Through our SEO efforts, we were able to achieve a significant improvement in organic traffic for the website, increasing it from 5,269 visits to 7,088 visits. This represents a notable 34.52% increase in organic traffic.

Our SEO strategies involved several key elements to achieve this growth. We conducted thorough keyword research to identify relevant and high-performing keywords that aligned with the website's content and target audience's search intent. By strategically incorporating these keywords into the website's content, titles, meta descriptions, and other relevant areas, we were able to enhance its visibility in search engine results.

Additionally, we focused on optimizing the website's on-page elements. This included optimizing page titles, headings, URL structure, and content to align with the targeted keywords. We also worked on improving the website's loading speed, mobile-friendliness, and overall user experience, which contributed to better search engine rankings and increased organic traffic.



Throughout the process, we regularly monitored and analyzed the website's performance using analytics tools. This allowed us to track the progress of our SEO efforts, identify areas for improvement, and make data-driven decisions to further optimize the website.

Overall, our comprehensive SEO efforts resulted in a remarkable 34.52% increase in organic traffic and substantial traffic engagement in the past 6 months, demonstrating the effectiveness of our strategies in driving targeted visitors to the website and improving its online visibility.