

July1, 2021 to Dec 31, 2022

vs. (Previous Period)

Dec 30, 2019 to Jun 30, 2021

- SEO Report

for

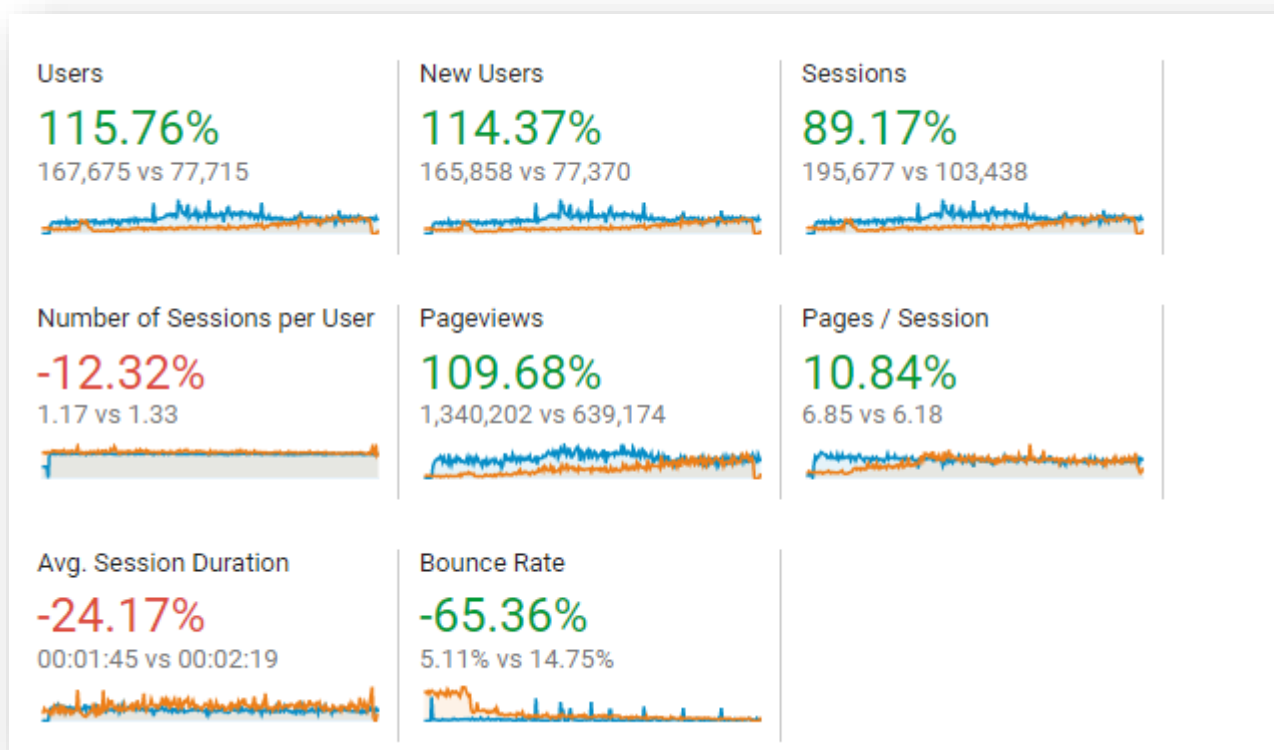
Ori-Plast[®]
LIFE LINES... NOT JUST PIPE LINES

by

 **Digital PR World[™]**

Traffic Status

Audience Overview






New vs. Returning Visitors

User Type ?	Acquisition		Behavior			
	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	115.76% ▲ 167,675 vs 77,715	114.34% ▲ 165,971 vs 77,434	89.17% ▲ 195,677 vs 103,438	65.36% ▼ 5.11% vs 14.75%	10.84% ▲ 6.85 vs 6.18	24.17% ▼ 00:01:45 vs 00:02:19
<input type="checkbox"/> 1. New Visitor						
Jul 1, 2021 - Dec 31, 2022	167,360 (90.09%)	165,971 (100.00%)	165,965 (84.82%)	5.69%	6.44	00:01:29
Dec 30, 2019 - Jun 30, 2021	77,304 (85.64%)	77,434 (100.00%)	77,434 (74.86%)	13.21%	5.66	00:01:52
% Change	116.50%	114.34%	114.33%	-56.89%	13.69%	-21.27%
<input type="checkbox"/> 2. Returning Visitor						
Jul 1, 2021 - Dec 31, 2022	18,402 (9.91%)	0 (0.00%)	29,712 (15.18%)	1.85%	9.16	00:03:19
Dec 30, 2019 - Jun 30, 2021	12,957 (14.36%)	0 (0.00%)	26,004 (25.14%)	19.36%	7.72	00:03:38
% Change	42.02%	0.00%	14.26%	-90.42%	18.56%	-8.49%

Gender Wise Traffic

Gender ?		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?
		121.05% ↑ 86,844 vs 39,287	118.73% ↑ 85,127 vs 38,918	93.51% ↑ 102,350 vs 52,892	96.45% ↓ 0.39% vs 10.94%	10.60% ↑ 7.26 vs 6.57
<input checked="" type="checkbox"/>	1. male					
	Jul 1, 2021 - Dec 31, 2022	66,302 (76.37%)	64,844 (76.17%)	78,182 (76.39%)	0.35%	7.40
	Dec 30, 2019 - Jun 30, 2021	33,087 (83.45%)	32,585 (83.73%)	44,211 (83.59%)	10.84%	6.57
	% Change	100.39%	99.00%	76.84%	-96.73%	12.58%
<input checked="" type="checkbox"/>	2. female					
	Jul 1, 2021 - Dec 31, 2022	20,517 (23.63%)	20,283 (23.83%)	24,168 (23.61%)	0.50%	6.82
	Dec 30, 2019 - Jun 30, 2021	6,562 (16.55%)	6,333 (16.27%)	8,681 (16.41%)	11.47%	6.54
	% Change	212.66%	220.27%	178.40%	-95.67%	4.36%

Page Wise Traffic

<input type="checkbox"/>	Page [?]	Pageviews [?] ↓	Unique Pageviews [?]	Avg. Time on Page [?]	Entrances [?]	Bounce Rate [?]
		109.68% ↑ 1,340,202 vs 639,174	57.46% ↑ 279,319 vs 177,396	33.16% ↓ 00:00:18 vs 00:00:27	89.19% ↑ 195,675 vs 103,426	65.36% ↓ 5.11% vs 14.75%
<input type="checkbox"/>	1. / 					
	Jul 1, 2021 - Dec 31, 2022	159,511 (11.90%)	30,787 (11.02%)	00:00:16	28,085 (14.35%)	2.97%
	Dec 30, 2019 - Jun 30, 2021	109,400 (17.12%)	31,055 (17.51%)	00:00:29	27,811 (26.89%)	6.78%
	% Change	45.81%	-0.86%	-44.24%	0.99%	-56.15%
<input type="checkbox"/>	2. /borewell-column-pipes/ 					
	Jul 1, 2021 - Dec 31, 2022	98,825 (7.37%)	20,541 (7.35%)	00:00:14	17,413 (8.90%)	0.80%
	Dec 30, 2019 - Jun 30, 2021	32,153 (5.03%)	7,246 (4.08%)	00:00:26	4,501 (4.35%)	4.29%
	% Change	207.36%	183.48%	-43.78%	286.87%	-81.38%
<input type="checkbox"/>	3. /what-are-the-differences-between-pvc-and-hdpe/ 					
	Jul 1, 2021 - Dec 31, 2022	72,809 (5.43%)	17,061 (6.11%)	00:00:23	16,832 (8.60%)	0.81%
	Dec 30, 2019 - Jun 30, 2021	244 (0.04%)	54 (0.03%)	00:00:42	12 (0.01%)	16.67%
	% Change	29,739.75%	31,494.44%	-45.83%	140,166.67%	-95.12%

<input type="checkbox"/>	5. /contact/					
	Jul 1, 2021 - Dec 31, 2022	58,422 (4.36%)	11,255 (4.03%)	00:00:28	2,190 (1.12%)	5.01%
	Dec 30, 2019 - Jun 30, 2021	31,689 (4.96%)	9,603 (5.41%)	00:00:40	2,339 (2.26%)	10.60%
	% Change	84.36%	17.20%	-30.36%	-6.37%	-52.71%
<input type="checkbox"/>	6. /7-tips-to-ensure-the-best-water-tank-position-in-your-home-as-per-vastu/					
	Jul 1, 2021 - Dec 31, 2022	55,305 (4.13%)	15,785 (5.65%)	00:00:16	15,720 (8.03%)	0.41%
	Dec 30, 2019 - Jun 30, 2021	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%
	% Change	∞%	∞%	∞%	∞%	∞%
<input type="checkbox"/>	7. /product/					
	Jul 1, 2021 - Dec 31, 2022	29,727 (2.22%)	5,344 (1.91%)	00:00:15	1,607 (0.82%)	4.17%
	Dec 30, 2019 - Jun 30, 2021	13,567 (2.12%)	3,229 (1.82%)	00:00:19	877 (0.85%)	6.39%
	% Change	119.11%	65.50%	-21.79%	83.24%	-34.71%
<input type="checkbox"/>	8. /upvc-pipes-fittings/					
	Jul 1, 2021 - Dec 31, 2022	28,859 (2.15%)	4,413 (1.58%)	00:00:15	2,667 (1.36%)	2.02%
	Dec 30, 2019 - Jun 30, 2021	20,050 (3.14%)	3,987 (2.25%)	00:00:21	2,272 (2.20%)	13.11%

Page Wise Traffic

<input type="checkbox"/>	9. /questions-you-should-ask-before-purchasing-a-4-layer-water-tank/					
	Jul 1, 2021 - Dec 31, 2022	28,388 (2.12%)	7,926 (2.84%)	00:00:15	7,817 (3.99%)	0.67%
	Dec 30, 2019 - Jun 30, 2021	4,746 (0.74%)	1,747 (0.98%)	00:00:28	1,494 (1.44%)	0.47%
	% Change	498.15%	353.69%	-47.02%	423.23%	41.98%
<input type="checkbox"/>	10. /pe-pipes-fittings/					
	Jul 1, 2021 - Dec 31, 2022	27,326 (2.04%)	5,585 (2.00%)	00:00:15	4,260 (2.18%)	1.36%
	Dec 30, 2019 - Jun 30, 2021	8,211 (1.28%)	1,653 (0.93%)	00:00:28	327 (0.32%)	8.87%
	% Change	232.80%	237.87%	-47.14%	1,202.75%	-84.64%
<input type="checkbox"/>	11. /pvc-pipes/					
	Jul 1, 2021 - Dec 31, 2022	26,109 (1.95%)	5,577 (2.00%)	00:00:19	4,029 (2.06%)	0.84%
	Dec 30, 2019 - Jun 30, 2021	2,236 (0.35%)	673 (0.38%)	00:00:35	227 (0.22%)	1.76%
	% Change	1,067.67%	728.68%	-46.26%	1,674.89%	-52.09%

<input type="checkbox"/>	12. /career/				
	Jul 1, 2021 - Dec 31, 2022	24,334 (1.82%)	4,543 (1.63%)	00:00:19	1,721 (0.88%)
	Dec 30, 2019 - Jun 30, 2021	19,969 (3.12%)	5,129 (2.89%)	00:00:28	2,227 (2.15%)
	% Change	21.86%	-11.43%	-32.32%	-22.72%
<input type="checkbox"/>	13. /swr-pipes-2/price-list/				
	Jul 1, 2021 - Dec 31, 2022	22,567 (1.68%)	4,037 (1.45%)	00:00:18	2,771 (1.42%)
	Dec 30, 2019 - Jun 30, 2021	12,082 (1.89%)	3,091 (1.74%)	00:00:28	2,054 (1.99%)
	% Change	86.78%	30.60%	-36.59%	34.91%
<input type="checkbox"/>	14. /lldpe-water-tank/				
	Jul 1, 2021 - Dec 31, 2022	21,007 (1.57%)	2,616 (0.94%)	00:00:14	1,335 (0.68%)
	Dec 30, 2019 - Jun 30, 2021	8,274 (1.29%)	2,185 (1.23%)	00:00:31	1,273 (1.23%)
	% Change	153.89%	19.73%	-53.00%	4.87%
<input type="checkbox"/>	15. /ori-plast/				
	Jul 1, 2021 - Dec 31, 2022	21,005 (1.57%)	4,200 (1.50%)	00:00:19	1,452 (0.74%)
	Dec 30, 2019 - Jun 30, 2021	11,758 (1.84%)	3,395 (1.91%)	00:00:25	585 (0.57%)
	% Change	78.64%	23.71%	-23.84%	148.21%


Channel Wise Traffic


<input type="checkbox"/>	Default Channel Grouping	Acquisition			Behavior		
		Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
		115.76% ↑ 167,675 vs 77,715	114.34% ↑ 165,971 vs 77,434	89.17% ↑ 195,677 vs 103,438	65.36% ↓ 5.11% vs 14.75%	10.84% ↑ 6.85 vs 6.18	24.17% ↓ 00:01:45 vs 00:02:19
<input type="checkbox"/>	1. Organic Search						
	Jul 1, 2021 - Dec 31, 2022	142,437 (85.05%)	140,942 (84.92%)	167,479 (85.59%)	0.52%	7.16	00:01:50
	Dec 30, 2019 - Jun 30, 2021	58,239 (72.35%)	56,143 (72.50%)	73,299 (70.86%)	4.38%	7.10	00:02:38
	% Change	144.57%	151.04%	128.49%	-88.13%	0.85%	-30.26%
<input type="checkbox"/>	2. Direct						
	Jul 1, 2021 - Dec 31, 2022	23,019 (13.75%)	23,145 (13.95%)	25,709 (13.14%)	35.40%	4.87	00:01:11
	Dec 30, 2019 - Jun 30, 2021	10,211 (12.69%)	10,158 (13.12%)	12,593 (12.17%)	8.76%	5.45	00:02:10
	% Change	125.43%	127.85%	104.15%	304.12%	-10.69%	-44.97%

Search Console — 1/06/2022 to 31/12/2022 vs. 01/11/2021 to 31/05/2022

Performance on Search results

EXPORT

Search type: Web  Date: Compare  + New

Last updated: 4 hours ago 

Total clicks

71.7K

6/1/22 - 12/31/22

80.1K

11/1/21 - 5/31/22

Total impressions

2.62M

6/1/22 - 12/31/22

2.47M

11/1/21 - 5/31/22

Average CTR

2.7%

6/1/22 - 12/31/22

3.2%

11/1/21 - 5/31/22

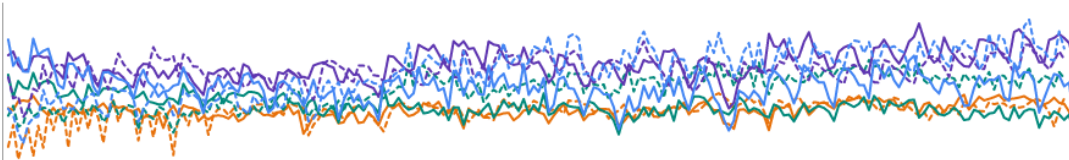
Average position

17

6/1/22 - 12/31/22

17.2

11/1/21 - 5/31/22



Keywords in Search Console – 1/10/2021 to



Performance on Search results EXPORT

Search type: Web Date: Oct 1, 2021-Dec 31, 20... + New Last updated: 4 hours ago

Keyword	Clicks	Impressions	CTR	Cost
oriplast pipe price	1,009	3,640	27.7%	1.6
oriplast pipe price list	831	1,847	45%	1.2
hdpe pipe price	777	35,983	2.2%	10.3
pvc vs hdpe	729	5,014	14.5%	1.8
oriplast pipe price list pdf	703	1,666	42.2%	1
opvc pipe	566	4,409	12.8%	3.7

Rows per page: 10 1-10 of 1000 < >

.....Thank **You**