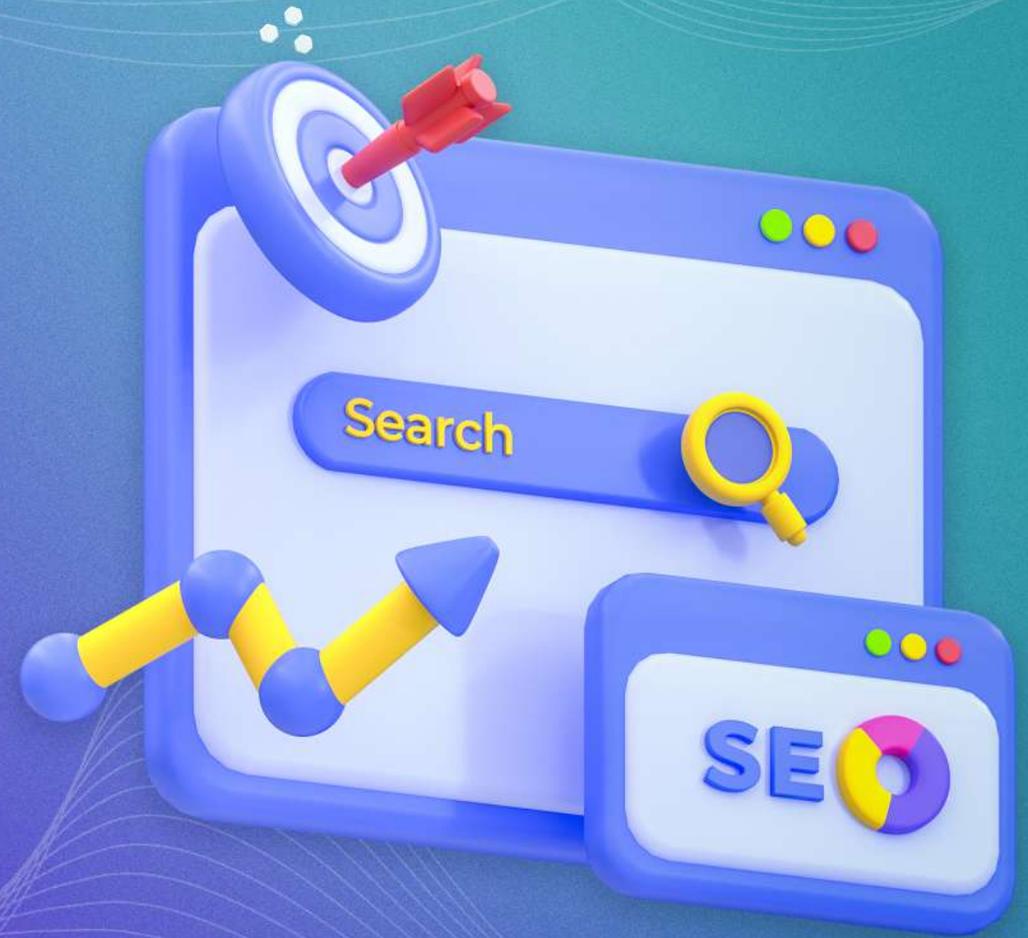


# CASE STUDY REPORT



# SUMMARY

To track SEO process if it is working fine or being done in the Right Direction we need to run some analysis time to time so that we can Review it, Scale it and can make further workable action Plan. We have analyzed our website and created a performance report as how much we have achieved so far with our done workings.



# RANKING STATUS

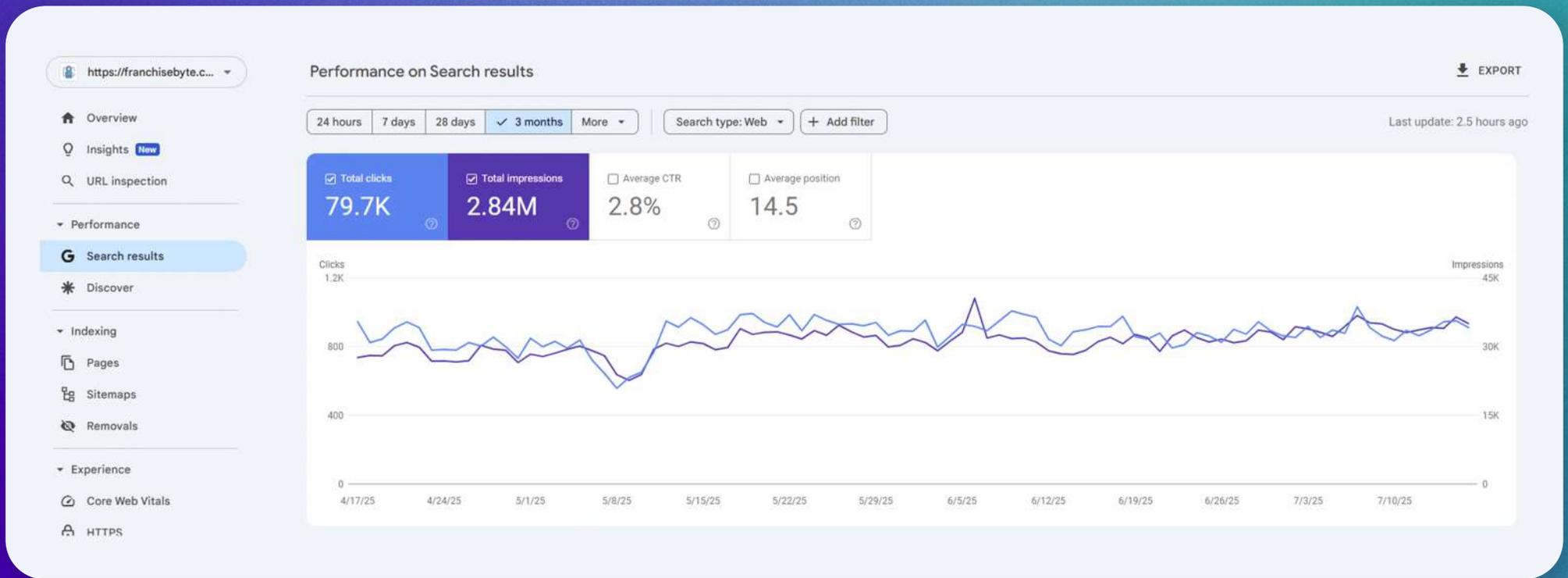
<i>franchisebyte.com</i>	<i>Initially ranking</i>	<i>18-Jul-25</i>	<i>Initial Ranking Comparision</i>
<i>Keywords</i>	<i>google.com</i>	<i>google.com</i>	
<i>rapido franchise cost</i>	<i>15</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>brand factory franchise</i>	<i>18</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>tcs ion franchise cost</i>	<i>23</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>hetero pharmacy franchise</i>	<i>39</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>lupin franchise division</i>	<i>23</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>dodla franchise cost</i>	<i>36</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>tcs ion franchise cost</i>	<i>20</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>adyar ananda bhavan franchise</i>	<i>12</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>mamledar misal franchise</i>	<i>10</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>hp laptop dealership cost</i>	<i>22</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>brand factory outlet franchise</i>	<i>26</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>dell franchise cost in india</i>	<i>27</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>sujata mastani franchise cost</i>	<i>9</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>himalaya franchise cost</i>	<i>18</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>big basket dealership</i>	<i>21</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>vivo service centre franchise</i>	<i>17</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>chai tapri franchise</i>	<i>16</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>arokya milk dealership details</i>	<i>13</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>udupi restaurant franchise cost</i>	<i>25</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>big basket delivery franchise</i>	<i>6</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>myntra franchise cost</i>	<i>8</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>arsalan franchise cost</i>	<i>27</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>apple store franchise cost</i>	<i>15</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>tata car franchise cost in india</i>	<i>22</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>licious franchise cost</i>	<i>19</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>vivo franchise cost</i>	<i>26</i>	<i>1</i>	<i>It's on the 1st page</i>
<i>dodla franchise cost</i>	<i>6</i>	<i>1</i>	<i>It's on the 1st page</i>

# SUMMARY

We strongly believe that to Scale Traffic (Clicks and Impressions) Google Search Console is a perfect tool which can give you approx.99% Clear Idea of whatever is happening around with the Site and Within the Website in terms of Organic Traffic. Please refer the screenshots regarding the present situation of our website in terms of clicks and impressions.

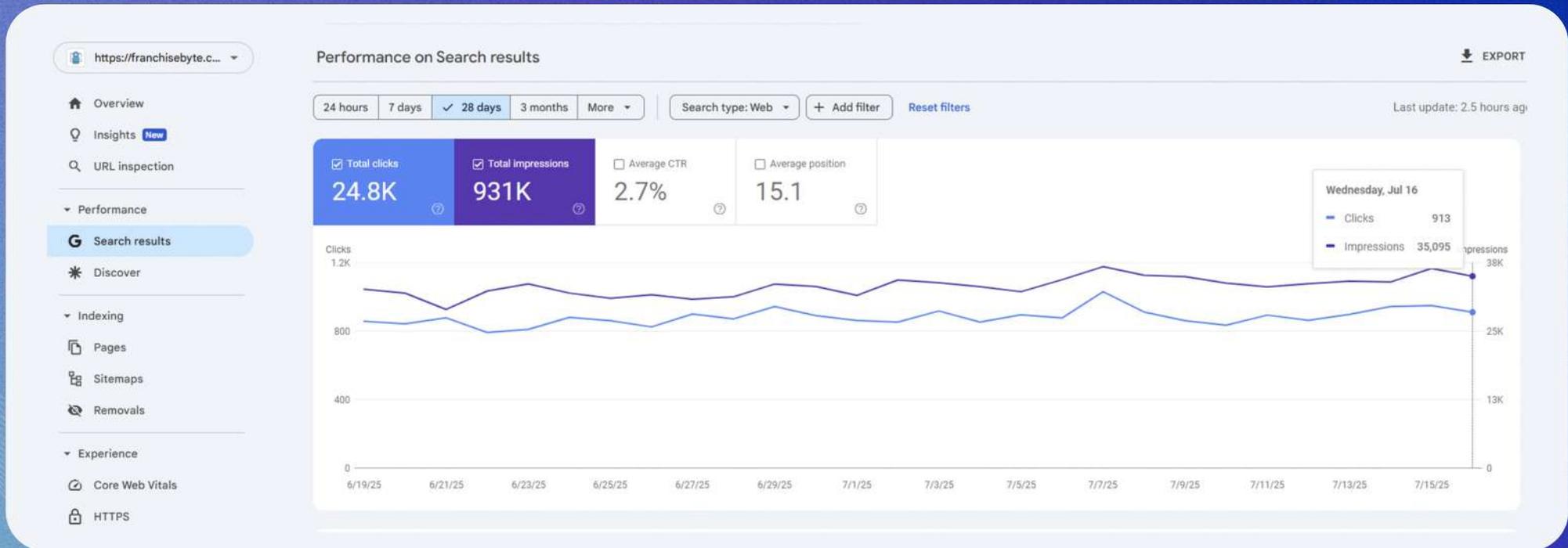


# TRAFFIC STATUS



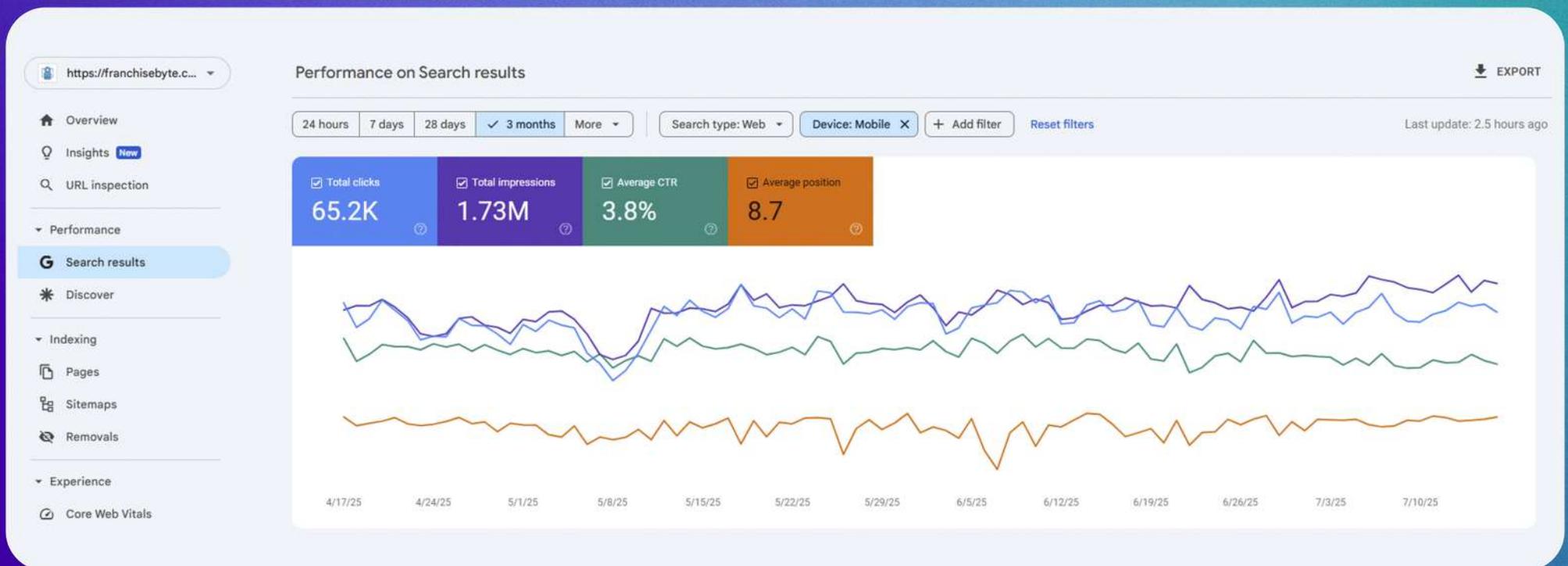
# TRAFFIC IN WEBMASTER

Over All Performance



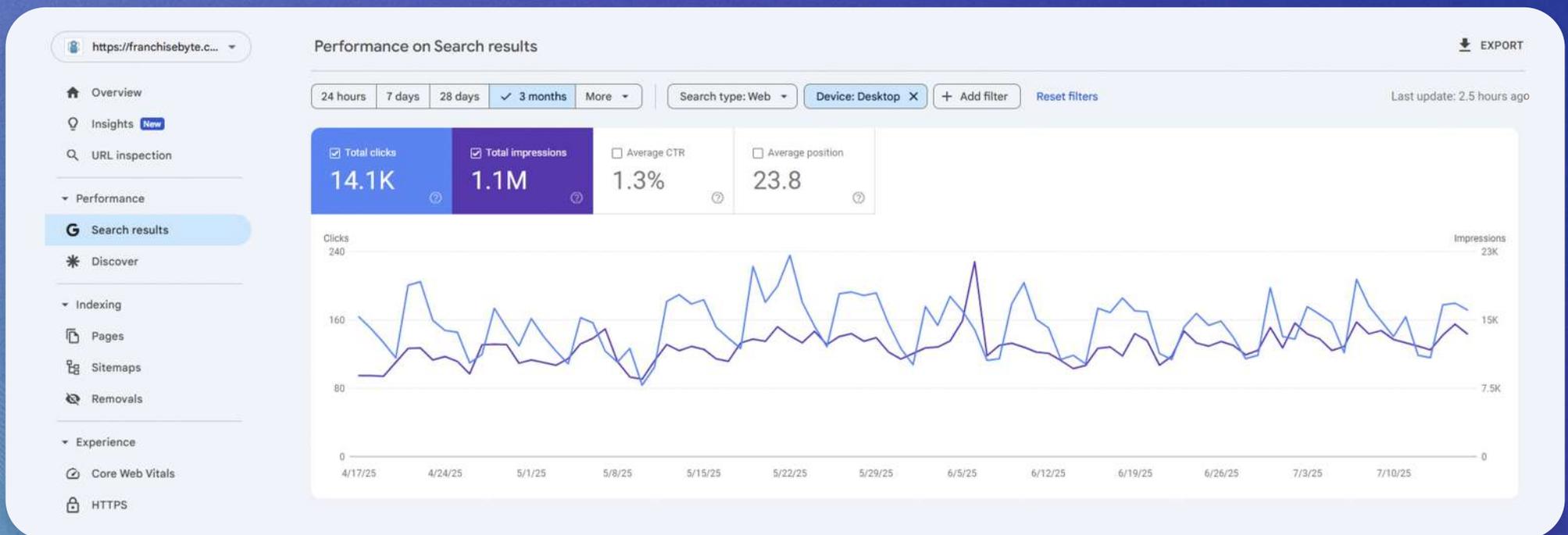
# TRAFFIC IN WEBMASTER

Over All Performance From Mobile Devices



# TRAFFIC IN WEBMASTER

Over All Performance From Desktop Devices



# TRAFFIC IN WEBMASTER

## Top Searches By Country

https://franchisebyte.c... EXPORT

Performance on Search results Last update: 2.5 hours ago

24 hours 7 days 28 days **3 months** More Search type: Web + Add filter

Country	Clicks	Impressions
India	74,663	1,958,951
United States	896	429,650
Canada	647	30,659
United Kingdom	537	48,213
United Arab Emirates	464	9,461
Australia	353	12,643
Unknown Region	299	10,889
Saudi Arabia	180	5,404
Pakistan	133	7,748
Singapore	121	5,277

Rows per page: 10 1-10 of 233

- Overview
- Insights New
- URL inspection
- Performance
  - Search results**
  - Discover
- Indexing
  - Pages
  - Sitemaps
  - Removals
- Experience
  - Core Web Vitals
  - HTTPS
- Enhancements
  - Breadcrumbs
  - FAQ
  - Review snippets

# TRAFFIC IN WEBMASTER

## Top Searches By Pages

The screenshot displays the 'Performance on Search results' page in Google Search Console. The URL bar shows 'https://franchisebyte.c...'. The left sidebar contains navigation options: Overview, Insights (with a 'New' badge), URL inspection, Performance (expanded), Search results (selected), Discover, Indexing (Pages, Sitemaps, Removals), Experience (Core Web Vitals, HTTPS), and Enhancements (Breadcrumbs, FAQ, Review snippets). The main content area shows filters for '24 hours', '7 days', '28 days', '3 months' (selected), and 'More'. The search type is 'Web' and there is an 'Add filter' button. The last update is '2.5 hours ago'. An 'EXPORT' button is in the top right. The table below lists top pages with columns for 'Clicks' and 'Impressions'. The top page is 'https://franchisebyte.com/ice-cream-franchise/naturals-ice-cream-franchise/' with 2,174 clicks and 86,691 impressions.

Top pages	Clicks	Impressions
<a href="https://franchisebyte.com/ice-cream-franchise/naturals-ice-cream-franchise/">https://franchisebyte.com/ice-cream-franchise/naturals-ice-cream-franchise/</a>	2,174	86,691
<a href="https://franchisebyte.com/zero-investment/">https://franchisebyte.com/zero-investment/</a>	1,693	26,588
<a href="https://franchisebyte.com/electronics-store-franchise/samsung-franchise/">https://franchisebyte.com/electronics-store-franchise/samsung-franchise/</a>	1,312	18,151
<a href="https://franchisebyte.com/car-bike-rental-franchise/rapido-franchise/">https://franchisebyte.com/car-bike-rental-franchise/rapido-franchise/</a>	1,219	24,458
<a href="https://franchisebyte.com/ice-cream-franchise/corner-house-ice-cream-franchise/">https://franchisebyte.com/ice-cream-franchise/corner-house-ice-cream-franchise/</a>	1,062	8,296
<a href="https://franchisebyte.com/dairy-franchise/arokya-milk-franchise/">https://franchisebyte.com/dairy-franchise/arokya-milk-franchise/</a>	1,046	13,851
<a href="https://franchisebyte.com/best-franchise/best-mobile-store-franchise/">https://franchisebyte.com/best-franchise/best-mobile-store-franchise/</a>	1,020	18,535
<a href="https://franchisebyte.com/mobile-store-franchise/vivo-franchise/">https://franchisebyte.com/mobile-store-franchise/vivo-franchise/</a>	983	14,010
<a href="https://franchisebyte.com/under-5-lakh/">https://franchisebyte.com/under-5-lakh/</a>	913	25,758
<a href="https://franchisebyte.com/dairy-franchise/nandini-franchise/">https://franchisebyte.com/dairy-franchise/nandini-franchise/</a>	875	18,641

Rows per page: 10 | 1-10 of 1000

# TOP SEARCHES BY KEYWORDS

## Top Searches By Keywords

https://franchisebyte.c...

### Performance on Search results

EXPORT

Overview

Insights New

URL inspection

Performance

**G** Search results

\* Discover

Indexing

Pages

Sitemaps

Removals

Experience

24 hours

7 days

28 days

✓ 3 months

More

Search type: Web

+ Add filter

Last update: 2.5 hours ago

Top queries ↑	↓ Clicks	Impressions
naturals ice cream franchise cost	524	13,319
franchisebyte	373	430
corner house franchise cost	318	1,790
chaayos franchise cost	294	1,900
chhaswala franchise cost	283	3,438
safal franchise	281	4,889

# BACKLINKS STATUS IN SEMRUSH

## Backlinks: franchisebyte.com [↗](#)

Live Update: **1 backlink** found yesterday ⓘ Category: Consulting

[Overview](#) [Network Graph](#) [Backlinks](#) [Anchors](#) [Referring Domains](#) [Indexed Pages](#)

Root Domain ▼

You

<https://franchisebyte.com>

Root Domain ▼



Add competitor

Compare

+ Add up to 3

Referring Domains ⓘ

**727**

Backlinks ⓘ

**1.5K**

Monthly Visits ⓘ

**63.6K**

Organic Traffic ⓘ

**18.3K** ▼

Outbound Domains ⓘ

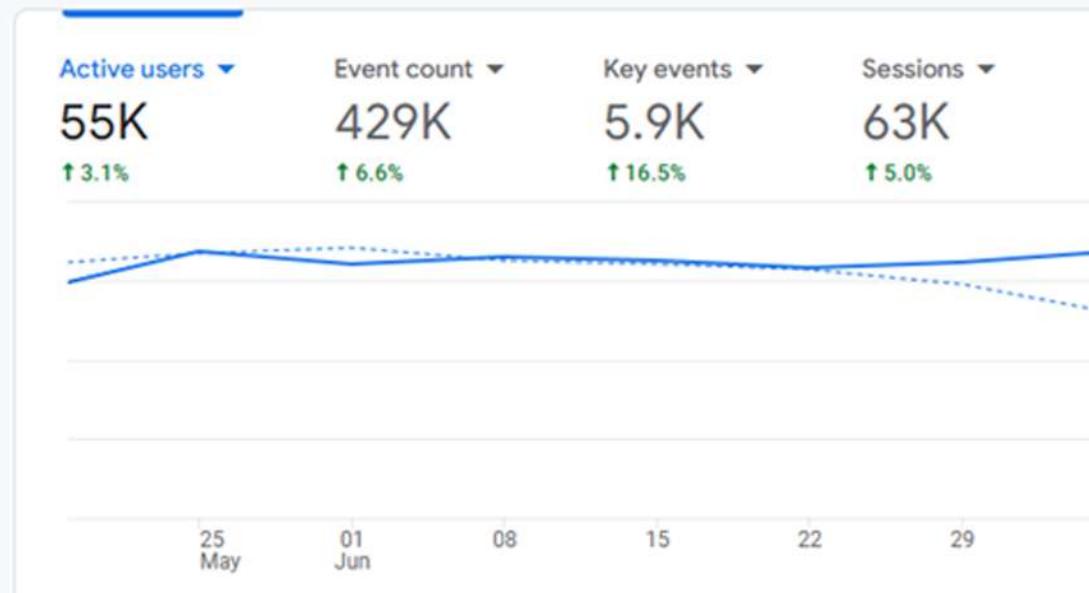
**314**

# USER OVERVIEW IN ANALYTICS

All accounts > FranchiseByte - UA  
FranchiseByte - GA4 ▾

🔍 Try searching "measurement ID"

Home



# USER ACQUISITION

First user prim...Channel Group) ▾ +		↓ Total users	New users	Returning users	Average engagement time per active user	Engaged sessions per active user	Event count All events ▾
Total		<b>149,965</b> 100% of total	<b>148,611</b> 100% of total	<b>20,448</b> 100% of total	<b>1m 26s</b> Avg 0%	<b>1.11</b> Avg 0%	<b>1,206,033</b> 100% of total
1	Organic Search	140,402 (93.62%)	138,747 (93.36%)	18,755 (91.72%)	1m 26s	1.09	1,109,742 (92.02%)
2	Direct	7,548 (5.03%)	7,207 (4.85%)	1,296 (6.34%)	1m 21s	1.17	71,008 (5.89%)
3	Organic Video	1,106 (0.74%)	1,083 (0.73%)	177 (0.87%)	2m 22s	1.18	11,252 (0.93%)
4	Referral	733 (0.49%)	726 (0.49%)	142 (0.69%)	1m 54s	1.17	7,559 (0.63%)
5	Unassigned	474 (0.32%)	357 (0.24%)	40 (0.2%)	1m 02s	0.81	2,943 (0.24%)
6	Paid Search	377 (0.25%)	378 (0.25%)	40 (0.2%)	1m 20s	1.06	2,480 (0.21%)
7	Organic Social	67 (0.04%)	67 (0.05%)	0 (0%)	33s	0.97	481 (0.04%)
8	Email	33 (0.02%)	33 (0.02%)	1 (<0.01%)	1m 47s	1.00	475 (0.04%)
9	Cross-network	13 (<0.01%)	13 (<0.01%)	2 (<0.01%)	1m 08s	1.08	93 (<0.01%)

# TRAFFIC IN ANALYTICS

<input type="checkbox"/>	Session primary...Channel Group) ▾ +	↓ Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count All events ▾
<input type="checkbox"/>	Total	174,486 100% of total	166,507 100% of total	95.43% Avg 0%	1m 14s Avg 0%	6.91 Avg 0%	1,206,081 100% of total
<input type="checkbox"/>	1 Organic Search	161,653 (92.65%)	154,045 (92.52%)	95.29%	1m 14s	6.88	1,112,812 (92.27%)
<input type="checkbox"/>	2 Direct	9,307 (5.33%)	8,374 (5.03%)	89.98%	1m 01s	7.07	65,837 (5.46%)
<input type="checkbox"/>	3 Organic Video	1,453 (0.83%)	1,354 (0.81%)	93.19%	1m 58s	8.24	11,972 (0.99%)
<input type="checkbox"/>	4 Referral	994 (0.57%)	884 (0.53%)	88.93%	1m 27s	7.77	7,727 (0.64%)
<input type="checkbox"/>	5 Unassigned	734 (0.42%)	396 (0.24%)	53.95%	1m 08s	5.56	4,080 (0.34%)
<input type="checkbox"/>	6 Paid Search	456 (0.26%)	415 (0.25%)	91.01%	1m 13s	5.67	2,584 (0.21%)
<input type="checkbox"/>	7 Organic Social	68 (0.04%)	66 (0.04%)	97.06%	33s	7.13	485 (0.04%)
<input type="checkbox"/>	8 Email	36 (0.02%)	35 (0.02%)	97.22%	1m 43s	14.00	504 (0.04%)
<input type="checkbox"/>	9 Cross-network	14 (<0.01%)	12 (<0.01%)	85.71%	1m 03s	5.71	80 (<0.01%)