Search Console

Oct 20 – Oct 26, 2026 · compared to Oct 13 – Oct 19, 2026

KPI TRACKER

KPI Tracker · Daily

Day | Week | Month

METRIC	OCT 20	OCT 21	OCT 22	OCT 23	OCT 24	OCT 25	OCT 26	TOTAL	CHANGE	TREND
ENGAGEMENT										
Clicks	1,071	1,096	1,081	962	763	830	1,119	6,922	▲ +2.5%	
CTR	1.6%	1.6%	1.5%	1.4%	1.4%	1.4%	1.7%	1.5%	▼ -0.0 pp	
VISIBILITY										
Impressions	68,104	69,641	70,665	67,163	54,648	57,422	64,158	451,801	▲ +4.5%	
Average position	12.1	10.9	12.1	12.1	14.7	14.0	13.1	12.6	▲ +0.5	

OVERVIEW

- Clicks: 6,922 · ▲ 2.5% better
- CTR: 1.5% · 0.0 pp
- Impressions: 451.8K · ▲ 4.5% better
- Average position: 12.6 · ▲ 0.5

Clicks, Impressions by day

Day | Week | Month

Clicks rose 2.5% to 6,922 against the comparison period.

Clicks · Impressions · Comparison period

Clicks by device

Desktop takes 57.2% of clicks.

Desktop	3,956 · 57.2%	▲ 1.4%
Mobile	2,929 · 42.3%	▲ 4.2%
Tablet	37 · 0.5%	▼ 9.8%

Clicks by country

India takes 34.2% of clicks.

India	2,366	▲ 11.8%
United States	507	▼ 3.6%
Brazil	333	▲ 1.5%
Pakistan	302	▲ 1.0%
United Kingdom	264	▲ 20.5%
Spain	203	▼ 9.4%
Indonesia	198	▲ 2.1%
Mexico	144	▼ 10.0%

Clicks by query

"acme ·s6s" takes 10.3% of the property's clicks.

Query	Clicks	Impressions
acme ·s6s	710 ▲ 18.9%	952 ▲ 13.3%
acme ·5mq	267 ▲ 0.8%	391 ▲ 7.4%
instagram account report ban tool	108 ▼ 4.4%	372 ▼ 1.8%
instagram reels dashboard	104 ▲ 60.0%	37,938 ▼ 4.0%
instagram story dashboard	85 ▲ 608.3%	15,140 ▼ 43.4%
instagram x report tool	70 ▼ 12.5%	152 ▼ 9.0%
instagram report tool	68 ▼ 29.9%	183 ▼ 24.4%
instagram id report tool	43 ▲ 19.4%	79 ▲ 12.9%
tiktok report bot	42 ▲ 40.0%	182 ▲ 43.3%
mass report instagram	41 ▲ 20.6%	176 ▲ 37.5%

Clicks by page

"/en/hfh4n/ilu8h/" takes 21.9% of the property's clicks.

Page	Clicks	Impressions
acme.example /en/hfh4n/ilu8h/	1,515 ▲ 0.8%	10,858 ▲ 7.2%
acme.example /en/hgqdq/	907 ▲ 14.4%	2,397 ▲ 16.7%
acme.example /en/hfh4n/txabd/	558 ▼ 3.1%	5,225 ▲ 5.7%
acme.example /	297 ▲ 11.2%	3,868 ▼ 0.3%
acme.example /en/orlrc/	120 ▼ 14.3%	7,553 ▲ 2.5%
acme.example /en/z3vdi/mtxph/	111 ▲ 362.5%	34,242 ▲ 4,091.2%
acme.example /en/swqbd/pbcif/iwtx7/	107 ▲ 28.9%	4,726 ▲ 18.4%
acme.example /en/rf5kl/7p269/	83 ▼ 32.0%	35,046 ▼ 44.7%
acme.example /en/tbgp9/	81 ▲ 76.1%	2,060 ▲ 24.3%
app /	81 ▲ 20.9%	6,652 ▲ 30.2%

TRENDS

Clicks by day

Clicks | CTR | Impressions | Position | Day | Week | Month | Per period | Cumulative

Clicks rose 2.5% to 6,922 against the comparison period.

Selected period · Comparison period

Clicks, CTR, Impressions, Position by day

Day | Week | Month | Quarter

Most clicks among whole days: Oct 26, 1,119 clicks.

Metric	Range total	Oct 26	Oct 25	Oct 24	Oct 23	Oct 22	Oct 21	Oct 20
Clicks	6,922	1,119	830	763	962	1,081	1,096	1,071
CTR	1.5%	1.7%	1.4%	1.4%	1.4%	1.5%	1.6%	1.6%
Impressions	451,801	64,158	57,422	54,648	67,163	70,665	69,641	68,104
Average position	12.6	13.1	14.0	14.7	12.1	12.1	10.9	12.1

Average clicks by day of week

Clicks | Impressions

Highest: Monday, 1,119 clicks a day on average.

DEVICES

Clicks, CTR, Impressions, Position by device

Desktop takes 57.2% of clicks.

	Desktop	Mobile	Tablet
	3,956 clicks	2,929 clicks	37 clicks
	57.2% of clicks ▲ 1.4%	42.3% of clicks ▲ 4.2%	0.5% of clicks ▼ 9.8%
CTR	1.6% 0.0 pp	1.5% 0.0 pp	1.4% ▼ 0.4 pp
Impressions	250,860 ▲ 4.1%	198,374 ▲ 4.8%	2,567 ▲ 17.0%
Position	14.5 ▲ 0.7	10.3 ▲ 0.3	11.9 ▼ 0.4

Clicks by device and day

Clicks | CTR | Impressions | Position | Day | Week | Month

Desktop · Mobile · Tablet

Share of clicks and impressions by device

Clicks

Desktop	3,956 · 57.2%
Mobile	2,929 · 42.3%
Tablet	37 · 0.5%

Impressions

Desktop	250,860 · 55.5%
Mobile	198,374 · 43.9%
Tablet	2,567 · 0.6%

COUNTRIES

Clicks by country

Clicks | Impressions

India takes 34.2% of clicks.

India	2,366	▲ 11.8%
United States	507	▼ 3.6%
Brazil	333	▲ 1.5%
Pakistan	302	▲ 1.0%
United Kingdom	264	▲ 20.5%
Spain	203	▼ 9.4%
Indonesia	198	▲ 2.1%
Mexico	144	▼ 10.0%
Canada	133	▲ 15.7%
Colombia	119	▼ 17.9%
Bangladesh	118	▼ 8.5%
Germany	112	▲ 1.8%

CTR gap by country

Furthest below: United States, 1.2 pp under the property's CTR.

United States	−1.2 pp
India	+0.3 pp
United Kingdom	−0.6 pp
Brazil	+0.5 pp
Spain	+0.4 pp
Mexico	+0.2 pp
Germany	0.0 pp
Canada	+0.7 pp
Australia	+0.1 pp
Pakistan	+4.5 pp
Indonesia	+2.5 pp
Argentina	+0.3 pp

Clicks, CTR, Impressions, Position by country

India takes 34.2% of clicks.

Country	Share of clicks	Clicks ↓	CTR	Impressions	Position
India	34.2%	2,366 ▲ 11.8%	1.8% ▲ 0.1 pp	131,951 ▲ 7.8%	5.9 ▲ 0.2
United States	7.3%	507 ▼ 3.6%	0.4% 0.0 pp	140,045 ▲ 3.3%	19.9 ▲ 1.0
Brazil	4.8%	333 ▲ 1.5%	2.0% ▼ 0.1 pp	16,596 ▲ 4.4%	9.3 0.0
Pakistan	4.4%	302 ▲ 1.0%	6.0% ▲ 1.1 pp	5,018 ▼ 17.3%	6.6 ▼ 0.2
United Kingdom	3.8%	264 ▲ 20.5%	0.9% ▲ 0.1 pp	28,689 ▲ 11.9%	14.2 ▲ 0.6
Spain	2.9%	203 ▼ 9.4%	1.9% ▼ 0.3 pp	10,537 ▲ 2.7%	13.7 ▲ 0.2
Indonesia	2.9%	198 ▲ 2.1%	4.0% ▲ 0.1 pp	4,948 ▼ 0.8%	6.9 ▼ 0.3
Mexico	2.1%	144 ▼ 10.0%	1.7% ▼ 0.2 pp	8,530 ▲ 1.9%	11.6 ▲ 0.6
Canada	1.9%	133 ▲ 15.7%	2.2% ▲ 0.3 pp	6,070 ▼ 1.5%	11.7 ▲ 0.3
Colombia	1.7%	119 ▼ 17.9%	2.5% ▼ 0.4 pp	4,852 ▼ 2.9%	12.6 ▼ 0.4
Total	100%	6,922 ▲ 2.5%	1.5% 0.0 pp	451,801 ▲ 4.5%	12.6 ▲ 0.5

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QUERIES

Clicks gained by query

482 queries gained 1,016 clicks in total.

acme ·s6s	+113
instagram story dashboard	+73
instagram reels dashboard	+39
instagram report	+15
instagram video dashboard	+13
tiktok report bot	+12
instagram reel dashboard	+10
instagram id report	+8
report instagram account	+8
acme ·2qw	+8

Clicks lost by query

497 queries lost 889 clicks in total.

instagram mass report tool	−37
instagram report tool	−29
instagram x report	−11
spam report tiktok account	−11
mass report bot instagram	−11
instagram x report tool	−10
instagram account report	−10
fake dashboard shopify free	−9
fake report instagram account	−9
acme login ·t29	−8

Clicks by query

Query contains… | Break down: None | Device | Country

These 5,000 queries take 50.3% of the property's clicks.

Query	Clicks ↓	CTR	Impressions	Position
acme ·s6s	710 ▲ 18.9%	74.6% ▲ 3.5 pp	952 ▲ 13.3%	1.2 ▼ 0.2
acme ·5mq	267 ▲ 0.8%	68.3% ▼ 4.5 pp	391 ▲ 7.4%	1.1 ▼ 0.7
instagram account report ban tool	108 ▼ 4.4%	29.0% ▼ 0.8 pp	372 ▼ 1.8%	2.4 ▲ 0.3
instagram reels dashboard	104 ▲ 60.0%	0.3% ▲ 0.1 pp	37,938 ▼ 4.0%	4.4 ▼ 0.8
instagram story dashboard	85 ▲ 608.3%	0.6% ▲ 0.5 pp	15,140 ▼ 43.4%	5.8 ▲ 0.3
instagram x report tool	70 ▼ 12.5%	46.1% ▼ 1.9 pp	152 ▼ 9.0%	1.4 ▲ 0.1
instagram report tool	68 ▼ 29.9%	37.2% ▼ 2.9 pp	183 ▼ 24.4%	1.5 ▲ 0.2
instagram id report tool	43 ▲ 19.4%	54.4% ▲ 3.0 pp	79 ▲ 12.9%	1.4 ▲ 0.3
tiktok report bot	42 ▲ 40.0%	23.1% ▼ 0.5 pp	182 ▲ 43.3%	3.3 ▼ 0.3
mass report instagram	41 ▲ 20.6%	23.3% ▼ 3.3 pp	176 ▲ 37.5%	5.5 ▲ 0.5
Total of these rows	3,483 ▲ 13.4%	1.7% ▼ 0.8 pp	208,710 ▲ 67.0%	11.0 ▲ 5.0

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BRANDED VS NON-BRANDED

Clicks by brand

Clicks | Impressions

Branded queries take 17.1% of the property's clicks.

17% | 33% | 50%

Branded queries · 1,186 (17.1%) · Non-branded queries · 2,297 (33.2%) · Not in query rows · 3,439 (49.7%)

Brand terms: acme

Branded queries

Clicks	CTR
1,186 ▲ 10.0% better	17.0% ▼ 3.7 pp worse
Impressions	**Average position**
6,995 ▲ 34.3% better	7.1 ▲ 0.7 worse

Non-branded queries

Clicks	CTR
2,297 ▲ 0.8% better	1.1% ▼ 0.1 pp worse
Impressions	**Average position**
201.7K ▲ 9.7% better	11.1 0.0

Clicks by branded query

"acme ·s6s" takes 59.9% of branded clicks.

Query	Clicks ↓	CTR	Impressions	Position
acme ·s6s	710 ▲ 18.9%	74.6% ▲ 3.5 pp	952 ▲ 13.3%	1.2 ▼ 0.2
acme ·5mq	267 ▲ 0.8%	68.3% ▼ 4.5 pp	391 ▲ 7.4%	1.1 ▼ 0.7
acme mcp ·bzk	40 ▼ 2.4%	74.1% ▼ 9.6 pp	54 ▲ 10.2%	1.0 0.0
acme mcp ·95t	22 ▲ 29.4%	44.9% ▼ 11.8 pp	49 ▲ 63.3%	4.3 ▲ 3.2
acme.com ·l2h	14 ▲ 55.6%	48.3% ▲ 19.2 pp	29 ▼ 6.5%	1.0 ▼ 0.1
acme ·2vj	14 ▲ 40.0%	87.5% ▲ 20.8 pp	16 ▲ 6.7%	1.0 0.0
acme pricing ·jdm	10 ▲ 150.0%	43.5% ▼ 6.5 pp	23 ▲ 187.5%	1.9 ▲ 0.9
acme ·2qw	9 ▲ 800.0%	100.0% ▲ 50.0 pp	9 ▲ 350.0%	1.0 0.0
acme mcp ·9ua	8 ▼ 20.0%	47.1% ▼ 29.9 pp	17 ▲ 30.8%	1.0 0.0
acme ·69x	8 ▼ 27.3%	88.9% ▲ 15.6 pp	9 ▼ 40.0%	1.0 0.0

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Clicks by non-branded query

"instagram account report ban tool" takes 4.7% of non-branded clicks.

Query	Clicks ↓	CTR	Impressions	Position
instagram account report ban tool	108 ▼ 4.4%	29.0% ▼ 0.8 pp	372 ▼ 1.8%	2.4 ▲ 0.3
instagram reels dashboard	104 ▲ 60.0%	0.3% ▲ 0.1 pp	37,938 ▼ 4.0%	4.4 ▼ 0.8
instagram story dashboard	85 ▲ 608.3%	0.6% ▲ 0.5 pp	15,140 ▼ 43.4%	5.8 ▲ 0.3
instagram x report tool	70 ▼ 12.5%	46.1% ▼ 1.9 pp	152 ▼ 9.0%	1.4 ▲ 0.1
instagram report tool	68 ▼ 29.9%	37.2% ▼ 2.9 pp	183 ▼ 24.4%	1.5 ▲ 0.2
instagram id report tool	43 ▲ 19.4%	54.4% ▲ 3.0 pp	79 ▲ 12.9%	1.4 ▲ 0.3
tiktok report bot	42 ▲ 40.0%	23.1% ▼ 0.5 pp	182 ▲ 43.3%	3.3 ▼ 0.3
mass report instagram	41 ▲ 20.6%	23.3% ▼ 3.3 pp	176 ▲ 37.5%	5.5 ▲ 0.5
instagram report	40 ▲ 60.0%	2.8% ▲ 1.0 pp	1,417 ▲ 4.3%	7.9 ▲ 0.1
reels dashboard	40 ▲ 8.1%	11.6% ▲ 5.8 pp	345 ▼ 46.2%	2.1 0.0

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POSITIONS

Share of impressions by results page

Impressions | Clicks

Page 1 takes 58.0% of impressions.

Page 1 · positions 1–10	58.0% ▼ 2.5 pp
Page 2 · positions 11–20	19.5% ▲ 1.2 pp
Page 3 · positions 21–30	11.4% ▲ 1.0 pp
Page 4 · positions 31–40	5.5% ▲ 0.1 pp
Page 5 · positions 41–50	2.8% ▲ 0.3 pp
Page 6 · positions 51–60	1.6% ▲ 0.0 pp
Page 7 · positions 61–70	0.8% ▲ 0.0 pp
Page 8 · positions 71–80	0.4% ▼ 0.1 pp

Page 9 · positions 81–90	0.0% ▼ 0.1 pp
Page 10 · positions 91–100	0.0% ▲ 0.0 pp

Impressions by query on results page 2

Page 1 · 1–10 | Page 2 · 11–20 | Page 3+ · 21+

1,250 queries hold 56,362 impressions on this results page.

Query	Clicks	CTR	Impressions ↓	Position
seo report template	0 ▼ 100.0%	0.0% ▼ 0.2 pp	639 ▼ 1.2%	11.5 ▲ 0.4
agency analytics alternative	1 —	0.2% ▲ 0.2 pp	606 ▲ 17.0%	10.0 ▲ 6.3
google search console dashboard tool	0 —	0.0% 0.0 pp	559 ▼ 22.6%	14.5 ▼ 1.8
instagram follower tracker	0 —	0.0% 0.0 pp	490 ▼ 59.3%	10.6 ▲ 3.8
seo reporting dashboard	0 —	0.0% 0.0 pp	477 ▼ 11.0%	14.6 ▲ 0.6
social media report template	2 0.0%	0.4% ▼ 0.1 pp	466 ▲ 25.9%	10.9 ▼ 1.0
marketing report template	1 —	0.3% ▲ 0.3 pp	396 ▲ 14.1%	16.8 ▲ 1.1
kpi dashboard	0 ▼ 100.0%	0.0% ▼ 0.5 pp	367 ▲ 96.3%	18.2 ▼ 1.0
weekly report	1 —	0.3% ▲ 0.3 pp	365 ▼ 11.0%	10.1 ▲ 0.1
sample seo report	0 —	0.0% 0.0 pp	335 ▼ 1.2%	15.6 ▲ 1.4
Total of these queries	**79** ▼ 13.2%	**0.1%** 0.0 pp	**56,362** ▲ 9.2%	**14.4** ▲ 0.2

12 of 1,250 | Show more

CTR OPPORTUNITIES

CTR by position

Position 1: CTR, 43.3% on 3,103 impressions.

CTR by position and query

50 of 200 queries sit above the property's CTR for their position.

Query · size = impressions Property CTR at each position

Clicks below position CTR by query

2,436 queries miss 1,539 clicks against the CTR of their position.

Query	Clicks below position CTR ↓	CTR	CTR at this position	Impressions	Position
instagram reels dashboard	131 ▲ 49.2%	0.3% ▲ 0.1 pp	0.6% ▲ 0.2 pp	37,938 ▼ 4.0%	4.4 ▼ 0.8
instagram reel dashboard	124 ▲ 107.3%	0.1% ▲ 0.1 pp	0.8% ▲ 0.4 pp	18,408 ▼ 5.1%	4.6 ▼ 0.7
instagram video dashboard	102 ▲ 108.5%	0.1% ▼ 0.1 pp	0.5% ▼ 0.5 pp	23,635 ▲ 319.3%	8.5 ▲ 0.3
instagram story dashboard	53 ▼ 27.6%	0.6% ▲ 0.5 pp	0.9% ▲ 0.6 pp	15,140 ▼ 43.4%	5.8 ▲ 0.3
mailchimp logo	51 ▲ 323.3%	0.0% 0.0 pp	43.3% ▲ 4.7 pp	117 ▲ 277.4%	1.0 0.0
tiktok ads logo	36 ▲ 417.9%	0.0% ▼ 1.6 pp	43.3% ▲ 31.1 pp	82 ▲ 28.1%	1.0 ▼ 1.3
keywords report	31 ▲ 8,402.0%	0.0% 0.0 pp	43.3% ▲ 41.1 pp	71 ▲ 343.8%	1.4 ▼ 2.5
insight tracking	27 —	0.0% —	9.1% —	301 —	2.2 —
local seo report	22 ▲ 142.3%	0.0% 0.0 pp	5.5% ▲ 3.3 pp	406 ▼ 0.7%	3.3 ▼ 0.5
how does acme differ from a full marketing data hub for a small team's reporting needs? ·qbe	19 ▲ 56.4%	0.0% 0.0 pp	43.3% ▲ 31.1 pp	43 ▼ 55.7%	1.5 ▼ 0.4
Total	**1,539** ▲ 22.8%				

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PAGES

Clicks gained by page

459 pages gained 1,301 clicks in total.

acme.example	/en/hgqdq/	+114
acme.example	/en/z3vdi/mtxph/	+87
acme.example	/en/rf5kl/yl56p/	+58
acme.example	/en/tbgp9/	+35
acme.example	/	+30
acme.example	/en/swqbd/pbcif/xm9el/	+28
acme.example	/en/swqbd/pbcif/iwtx7/	+24
acme.example	/en/swqbd/pbcif/l13x5/	+21
acme.example	/pt/36gj3/pbcif/305kq/	+20
acme.example	/en/swqbd/pbcif/tfl66/	+18

Clicks lost by page

465 pages lost 1,091 clicks in total.

acme.example	/en/rf5kl/7p269/	−39
acme.example	/en/orlrc/8l7jw/	−29
acme.example	/es/o37wa/molbm/	−24
acme.example	/pt/36gj3/6pqoo/bt7rp/	−22
acme.example	/en/orlrc/	−20
acme.example	/en/hfh4n/txabd/	−18
acme.example	/es/qe9u3/w1zw2/	−15
acme.example	/en/36gj3/pbcif/e7jgs/	−14
acme.example	/en/rf5kl/tedcv/	−13
acme.example	/en/36gj3/pbcif/k0xn9/	−13

Clicks by page

URL contains… | Break down: None | Device | Country

/en/hfh4n/ilu8h/ takes 21.9% of the property's clicks.

Page	Folder	Clicks ↓	CTR	Impressions	Position
acme.example /en/hfh4n/ilu8h/	/hfh4n/	1,515 ▲ 0.8%	14.0% ▼ 0.9 pp	10,858 ▲ 7.2%	6.5 ▲ 0.6
acme.example /en/hgqdq/	/hgqdq/	907 ▲ 14.4%	37.8% ▼ 0.8 pp	2,397 ▲ 16.7%	6.4 ▼ 1.8
acme.example /en/hfh4n/txabd/	/hfh4n/	558 ▼ 3.1%	10.7% ▼ 1.0 pp	5,225 ▲ 5.7%	8.2 0.0
acme.example /	Home (/)	297 ▲ 11.2%	7.7% ▲ 0.8 pp	3,868 ▼ 0.3%	4.3 ▲ 0.1
acme.example /en/orlrc/	/orlrc/	120 ▼ 14.3%	1.6% ▼ 0.3 pp	7,553 ▲ 2.5%	19.9 ▼ 1.6
acme.example /en/z3vdi/mtxph/	/z3vdi/	111 ▲ 362.5%	0.3% ▼ 2.6 pp	34,242 ▲ 4,091.2%	5.1 ▼ 0.1
acme.example /en/swqbd/pbcif/iwtx7/	/swqbd/	107 ▲ 28.9%	2.3% ▲ 0.2 pp	4,726 ▲ 18.4%	4.2 ▲ 0.1
acme.example /en/rf5kl/7p269/	/rf5kl/	83 ▼ 32.0%	0.2% 0.0 pp	35,046 ▼ 44.7%	4.6 ▼ 0.6
acme.example /en/tbgp9/	/tbgp9/	81 ▲ 76.1%	3.9% ▲ 1.2 pp	2,060 ▲ 24.3%	2.6 ▼ 2.7
app /	Home (/)	81 ▲ 20.9%	1.2% ▼ 0.1 pp	6,652 ▲ 30.2%	7.2 ▲ 0.2
Total of these rows		**7,028** ▲ 3.9%	**1.2%** 0.0 pp	**593,526** ▲ 7.0%	**18.5** ▼ 0.1

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