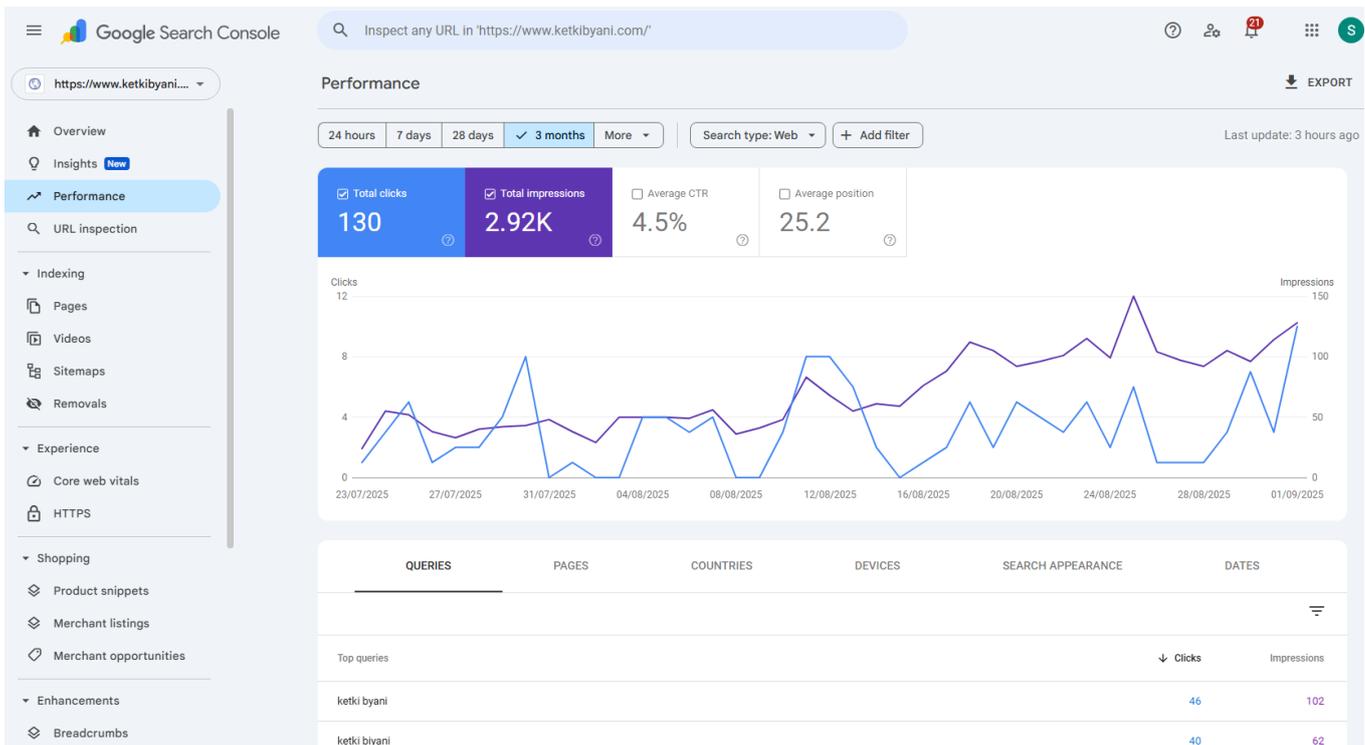


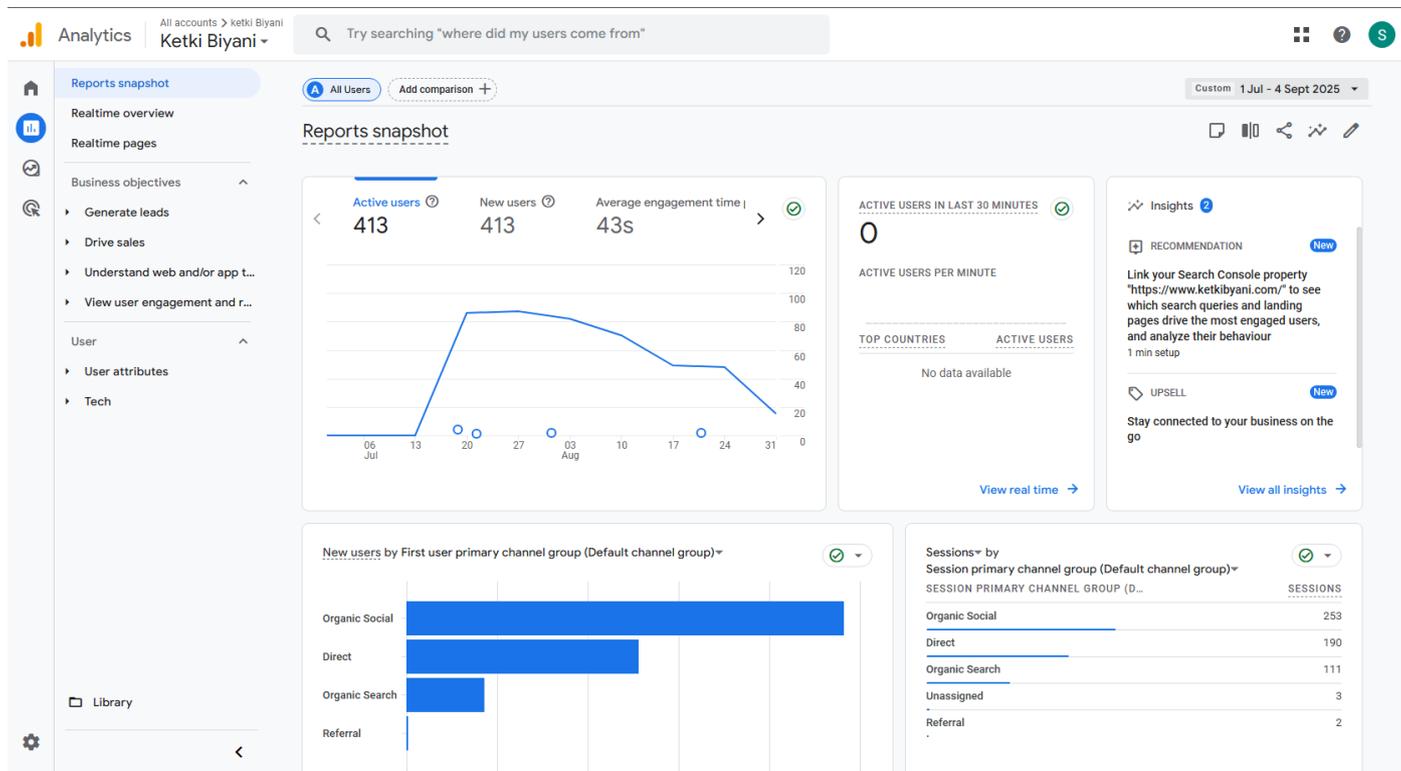
Ketki Byani – Ad Performance & SEO Growth Report



In the last 3 months, **Ketki Byani** recorded **130 clicks** and **2.92K impressions** with an impressive **CTR of 4.5%** and an **average position of 25.2**. Branded keywords like “*ketki byani*” dominate the searches, bringing in most of the traffic. The steady rise in impressions towards the end of the period shows growing brand awareness and visibility in search results.



Between **July 1 – Sept 4, 2025**, the **Ketki Byani website** recorded **413 active users**, all of them new visitors, with an **average engagement time of 43 seconds**. The main traffic driver was **Organic Social (253 sessions)**, followed by **Direct (190 sessions)** and **Organic Search (111 sessions)**, showing that social media remains the strongest source of website traffic.



The SEO and ad campaigns for **Ketki Byani** have delivered strong results, with several top keywords like *Ketki Byani*, *Byani*, and *Blush Rosita* ranking in the top 5. Website clicks and impressions have grown steadily, supported by both organic and direct traffic. Overall, the combined efforts in ads and SEO have boosted visibility and strengthened the brand's online presence.

keywords report	
Keyword	01 Sep 2025 Ranking
ketki byani	1
byani	2
blush rosita	2
na india	3
blush mermaid dress	3
ethnic luxury pret	4
fairy fashion style	5
blush gardenia	5
peach veil	5
ready to wear luxury pret	5
romalove	6
sweete sofia	7
luxurypret	7
forest green fairy dress	7
luxury pret	7
ethnic pret wear	7
luxury pret for women	8
dawn outfit	8
blushing veil	9
luxury pret collection	9
rosy coral	10
glass lehenga	10
rosita collection	10
your sweet sofia	11
luxury pret price range	11
fairy lehenga	13
bloom shine	14
ketaki fashion	14
shine and bloom	14
pret wear	15
peplum style indowestern	16

Over the last three months, the **Ketki Byani website** has gained visibility with **2.92K impressions and 130 clicks**, achieving an **average CTR of 4.5%** and an **average search position of 25.2**. The top-performing page, *“Shop Luxury Pret & Ethnic Wear for Women”*, alone contributed **89 clicks**, followed by *“Shop for Women Dresses Online in India”* (12 clicks). On the analytics side, the site recorded **413 active users**, with traffic primarily driven by **Organic Social (253 sessions)**, **Direct visits (190 sessions)**, and **Organic Search (111 sessions)**. This indicates that while **social media remains the strongest driver of traffic**, organic search visibility is steadily growing, showing promising potential for long-term SEO performance.

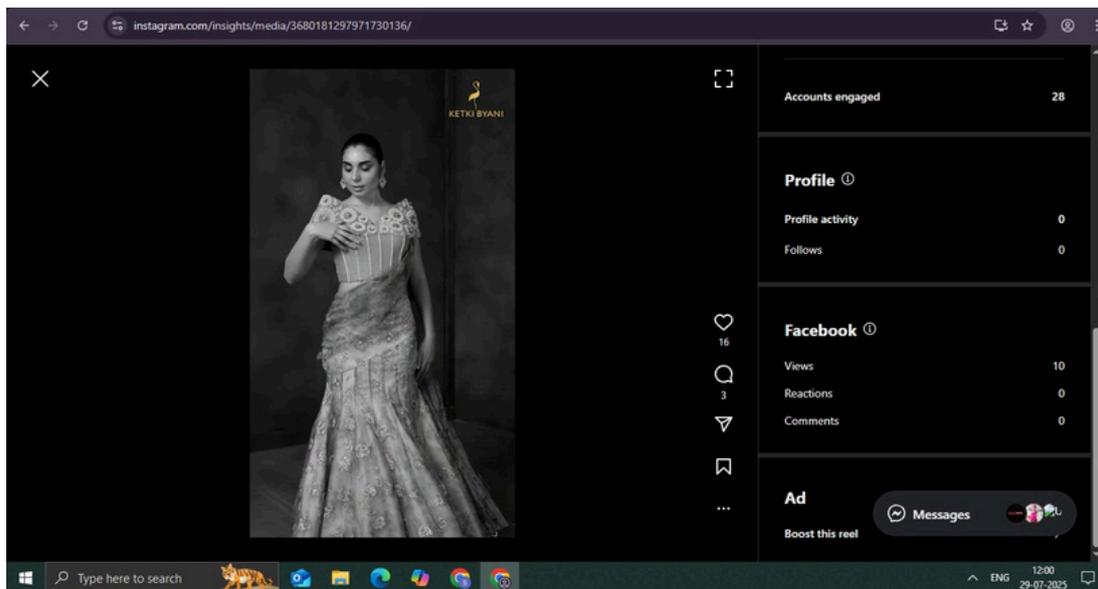
The screenshot shows the Google Search Console interface for the website <https://www.ketkiyani.com/>. The left sidebar contains navigation options: Overview, Insights (selected), Performance, URL inspection, Indexing (Pages, Videos, Sitemaps, Removals), Experience (Core web vitals, HTTPS), Shopping (Product snippets, Merchant listings, Merchant opportunities), and Enhancements (Breadcrumbs).

The main content area is titled "Insights" and shows data for the "Last 3 months" period. It features two summary cards: "Clicks" with a value of 130 and "Impressions" with a value of 2.92K. Below these is a "Your content" section with a "View more" link. The content is categorized by "Top", "Trending up", and "Trending down". The top-performing pages are listed as follows:

Page Title	URL	Clicks
Shop Luxury Pret & Ethnic Wear for Women Ketki Byani	https://www.ketkiyani.com/	89
Shop for Women Dresses Online in India Ketki biyani – Ketki Byani	https://www.ketkiyani.com/collections/dresses-for-women-online	12
Buy Indo-Western Outfit & Party Wear Online – Ketki Biyani – Ketki Byani	https://www.ketkiyani.com/collections/indo-western-outfits-online	6
Buy Luxury Pret Ethnic wear Luxury Pret for Women at Ketki Byani India	https://www.ketkiyani.com/collections/luxury-pret	6
About Ketki Byani Luxury Pret & Ethnic Wear Designer	https://www.ketkiyani.com/pages/about-us	3

At the bottom, there is a section for "Queries leading to your site" with a "View more" link.

Report of Ketki Byani Ad run



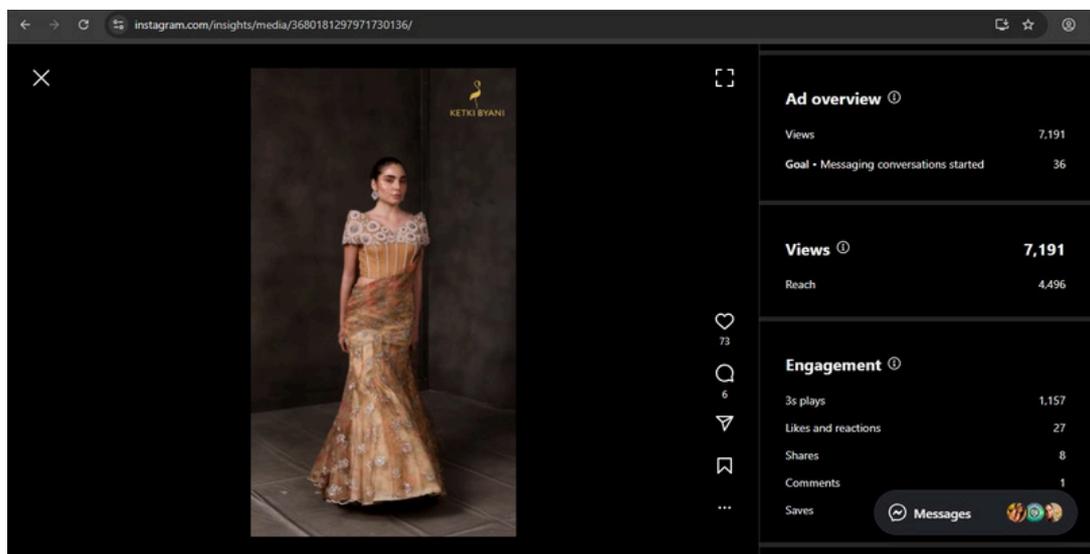
Before Ad Run:

Followers: No new followers gained.

Enquiries: 0 enquiries received.

Reach: Very limited, only 28 accounts engaged.

Impressions/Views: Just 10 views organically.



After Ad Run:

Followers: No additional followers recorded.

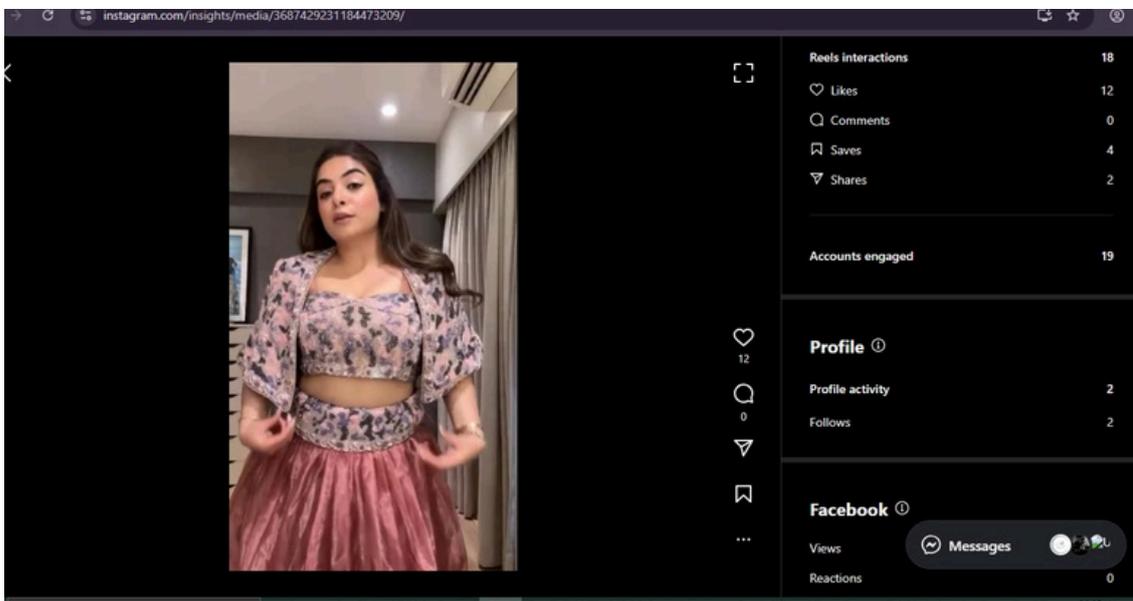
Enquiries: 36 messaging conversations started.

Reach: 4,496 unique accounts reached.

Impressions/Views: 7,191 views from the ad campaign.

Location: Mumbai

Ad budget 500/ day



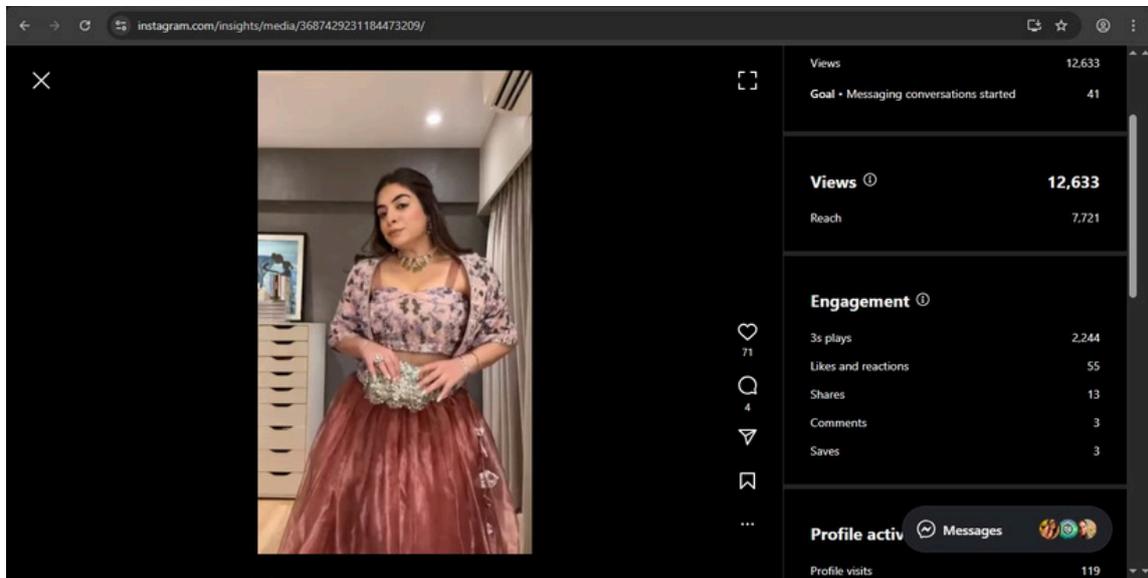
Before Adrun:

Followers: 2 new followers.

Enquiries: 0 enquiries received.

Reach: 19 accounts engaged (very low organic reach).

Impressions/Views: 12 likes, 4 saves, 2 shares.



After Adrun:

Followers: 8 Followers gain, but profile visits were 119 (high intent).

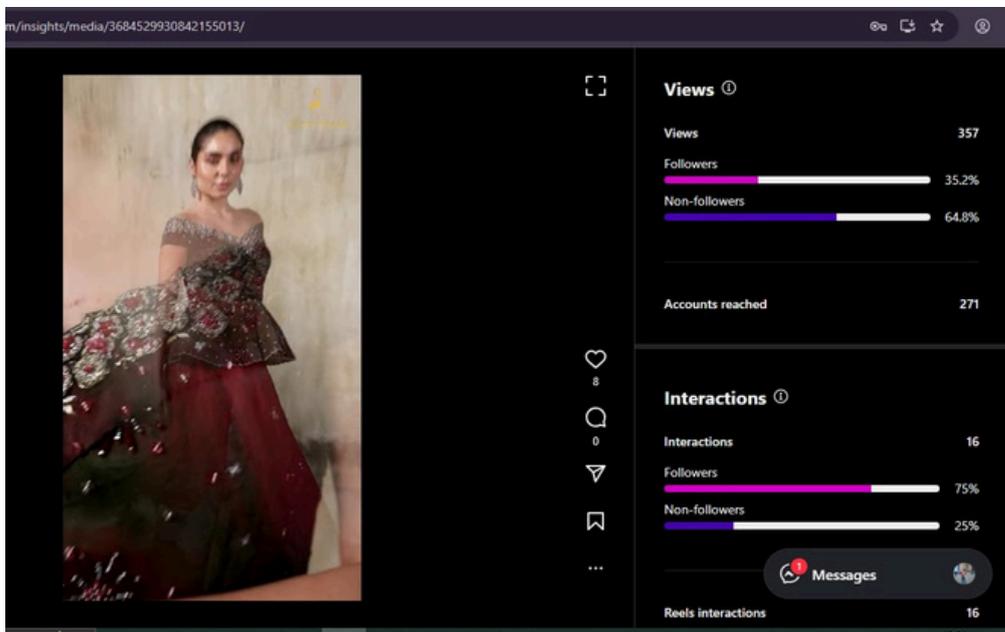
Enquiries: 41 messaging conversations started.

Reach: Reached 7,721 unique accounts.

Impressions/Views: Achieved 12,633 views with strong engagement (55 likes, 13 shares, 3 comments, 3 saves).

Location: Mumbai

Ad budget 500/ day



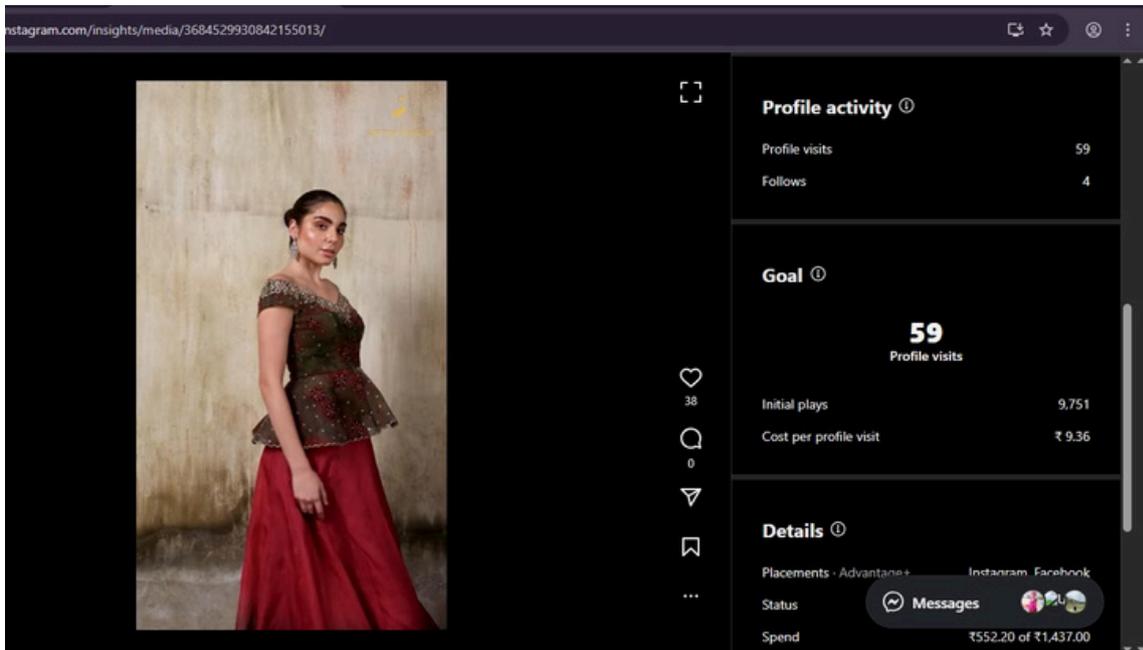
Before Ad Run:

Followers: No new followers gained.

Enquiries: No messages or profile activity recorded.

Reach: The reel reached 271 accounts, mostly non-followers (64.8%).

Impressions/Views: 357 views, with 16 interactions (8 likes, 6 saves, 2 shares).



After Ad Run:

Followers: Gained 4 new followers from the ad.

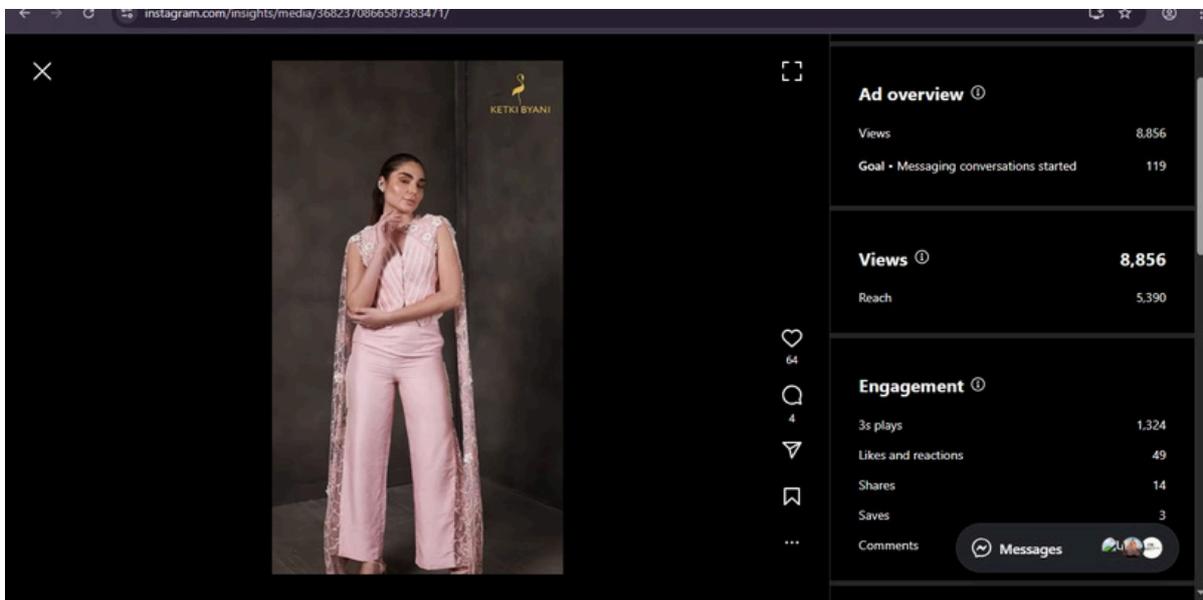
Profile Visit: 59 profile visits showing user interest.

Reach: The ad reached 9,441 unique users.

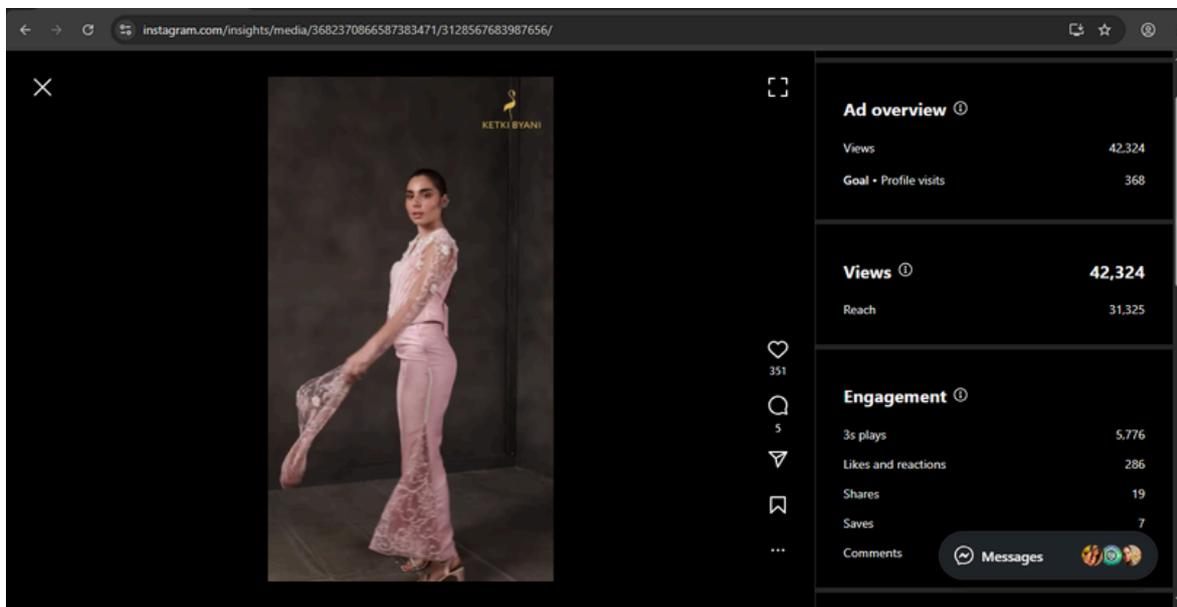
Impressions: 14,881 total views,

Location: Mumbai

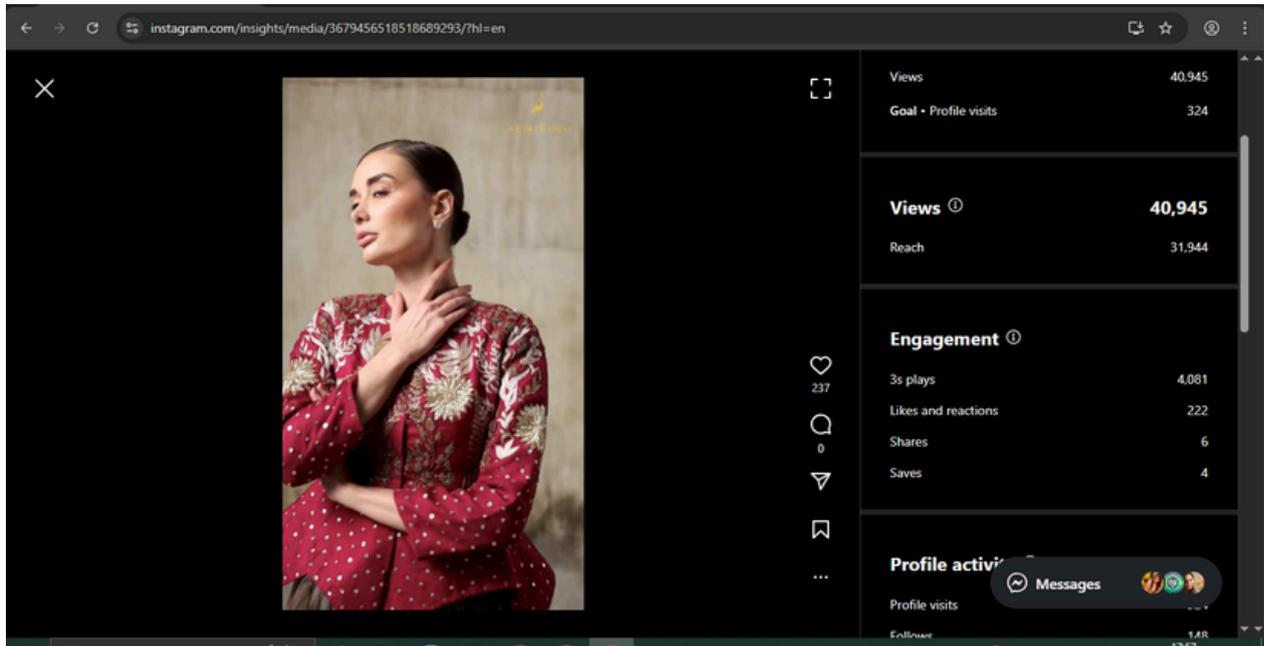
Ad Budget: 350/day



Before the second ad run:
Followers: Resulted 13 followers
Reach: 5,390 users
Views: gained 8,856
Enquiries: 119 messaging conversations

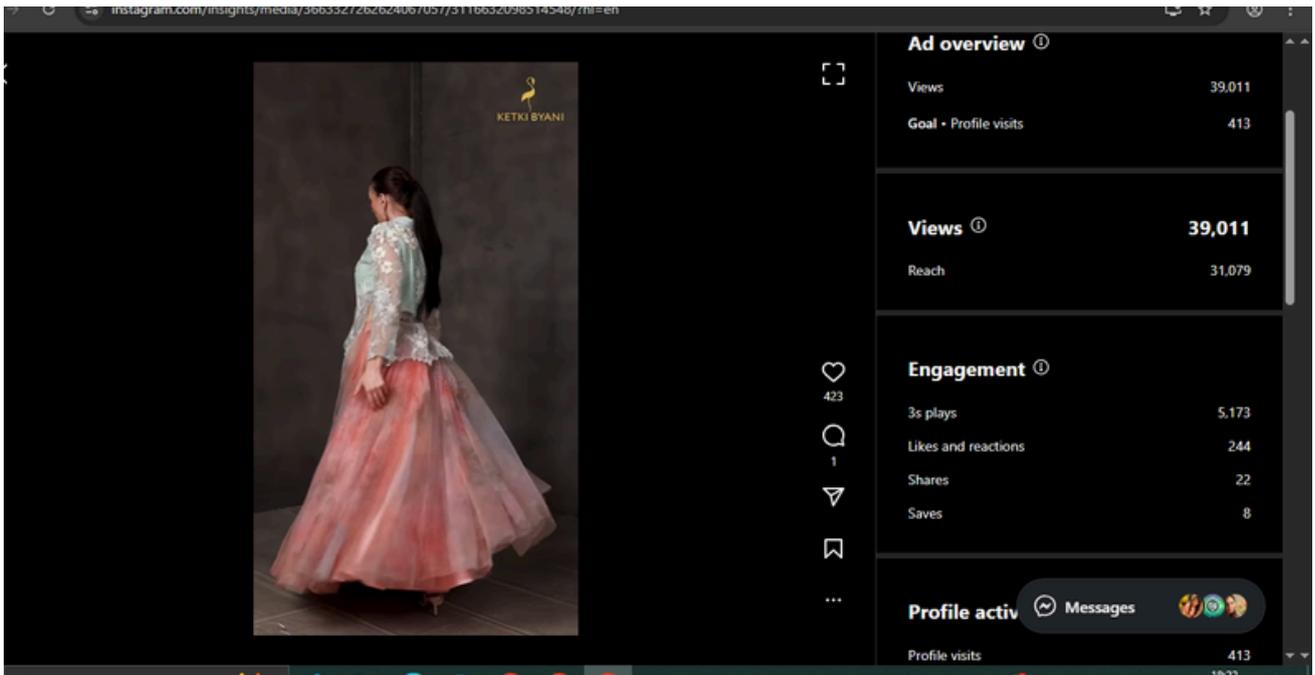


After the second ad run:
Followers: Gained 175 new followers
Enquiries: 1 messaging conversation
Reach: The ad reached 31,325 unique users
Impressions (Views): 42,324
Profile visits: 368



After Ad Run:

- Followers:** Gained 148 new followers from the ad.
- Profile Visit:** 324 profile visits showing user interest.
- Reach:** The ad reached 31,944 unique users.
- Impressions:** 40,945 total views
- Ad Budget** 300/ day
- Enquires:** 5 Messaging conversations



After Adrun:

Followers: 159 new followers.

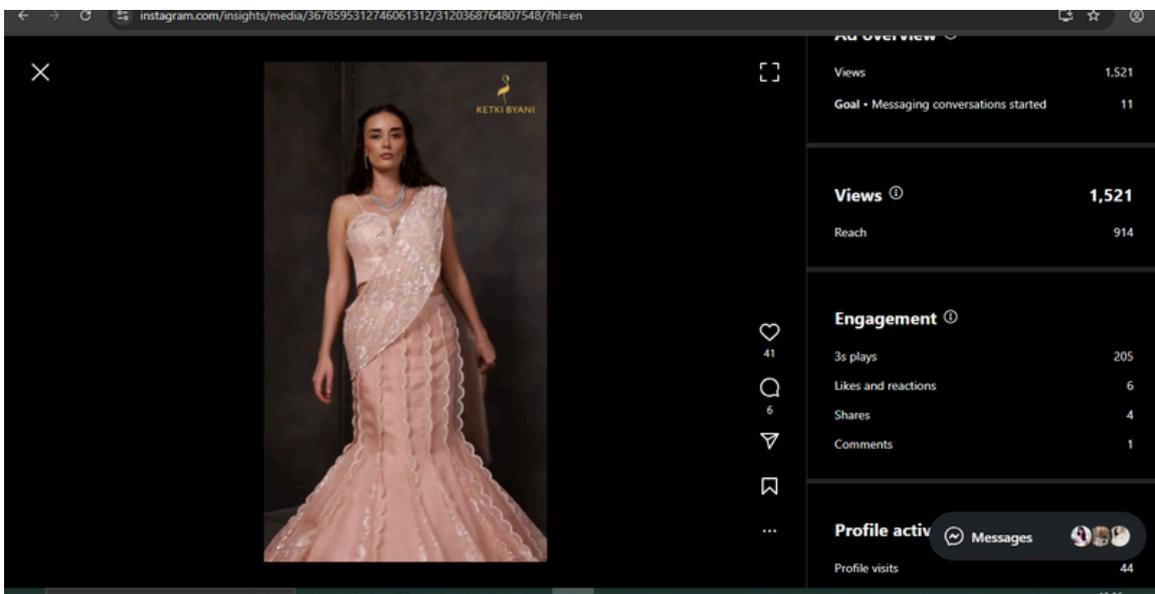
Profile Visit: 413 profile visits showing user interest.

Reach: The ad reached 31,079 unique users.

Impressions: 39,011 total views, .

Engagement: 5,173 3s plays, 244 likes and reactions, 22 shares, 8 saves.

Ad Budget 300/ day



After Adrun:

Views: 1,521

Profile Visits: 44 profile visit

Reach: the ad reach 914 users

Likes: 41

Impressions: 1,521

Enquires : 11 messaging converstions

Shares: 4

Location: Maharashtra

Budget: 300/day

