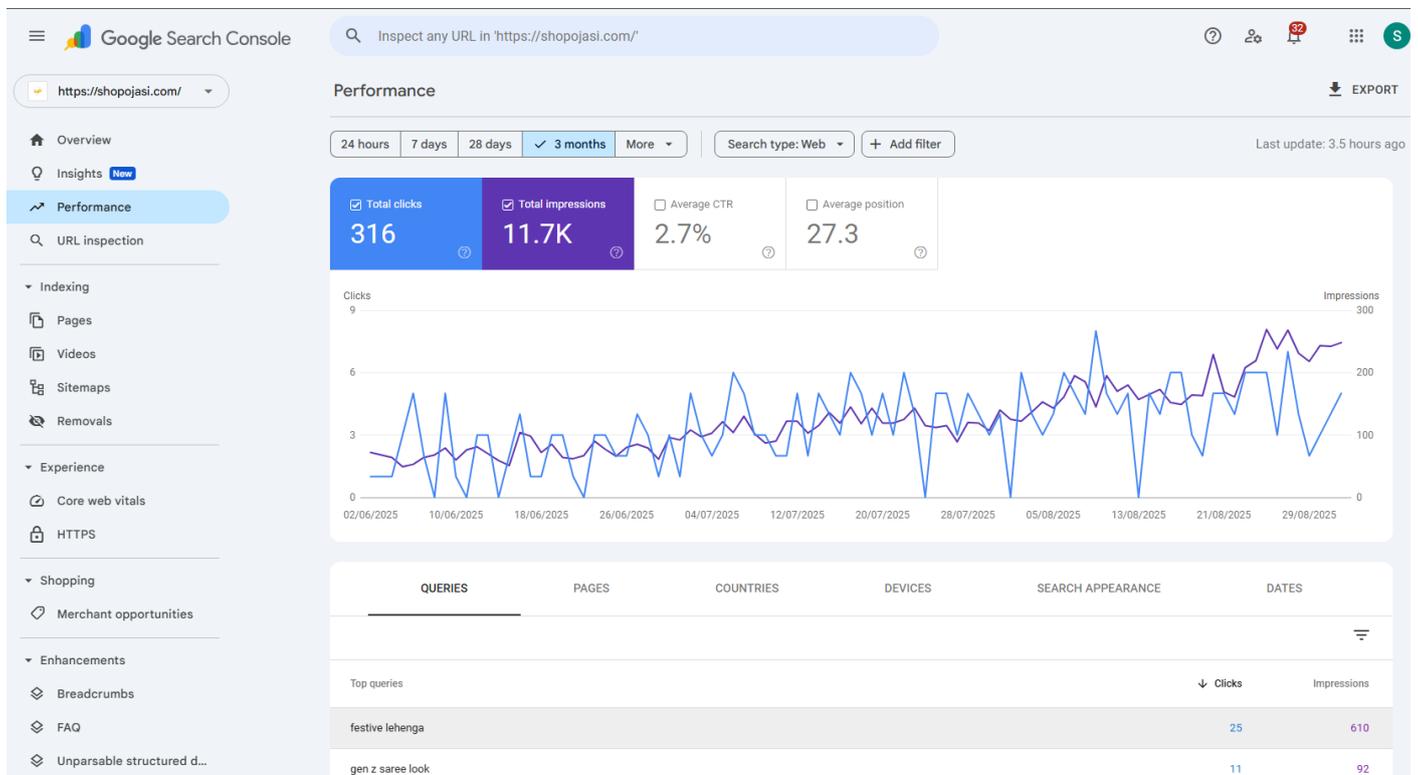


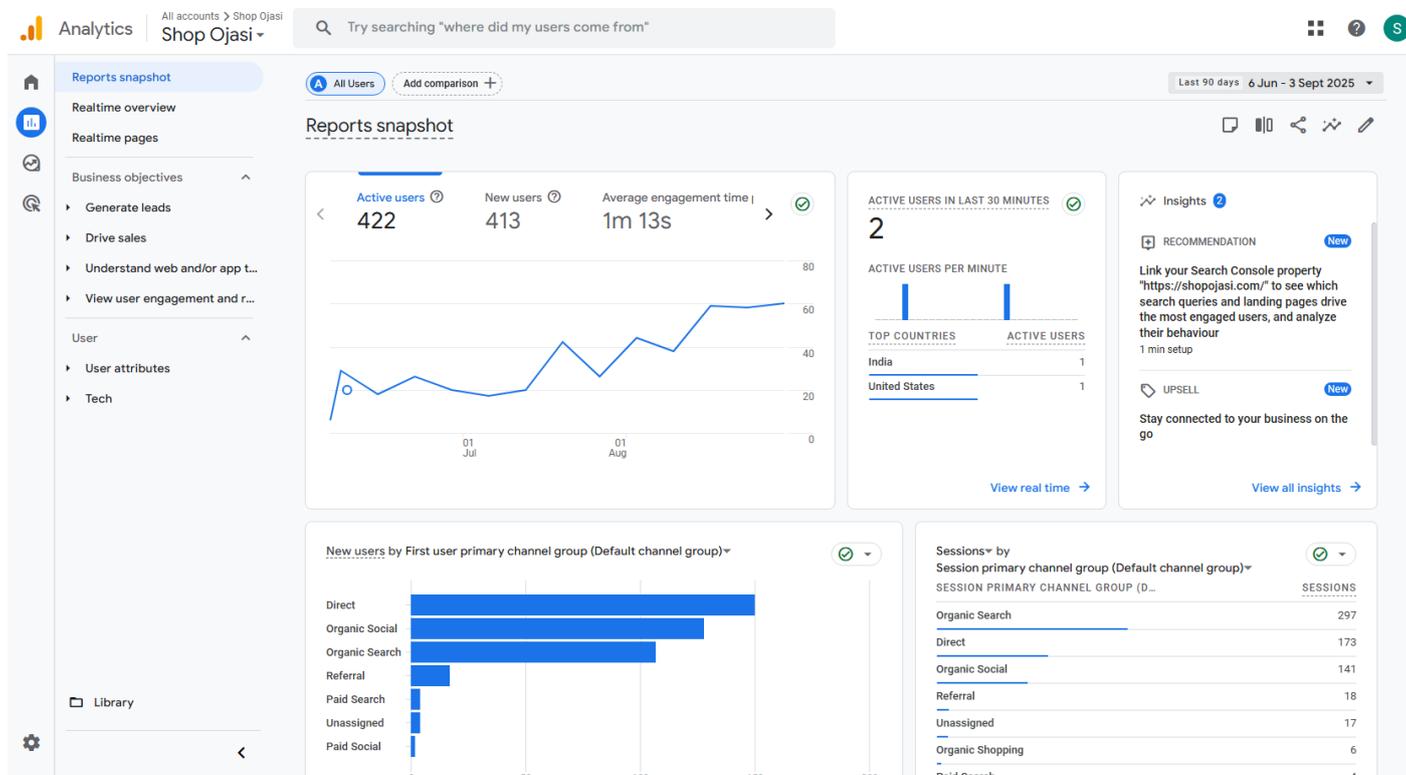
Shop Ojasi – SEO Growth Report



In the last 3 months, Shopojasi recorded **316 total clicks** and **11.7K impressions** with an **average CTR of 2.7%** and an **average position of 27.3**. Search visibility continues to grow, with top queries like *festive lehenga* and *gen z saree look* driving the most traffic. This reflects steady SEO progress and rising brand visibility.



In the past 90 days, Shop Ojasi recorded **422 active users** with **413 new users** and an **average engagement time of 1m 13s**, showing good visitor retention. Traffic was driven mainly through **Direct (173 sessions)**, **Organic Search (297 sessions)**, and **Organic Social (141 sessions)**, highlighting a balanced mix of organic visibility and direct brand recall. Engagement is steadily improving, reflecting stronger SEO performance and growing audience interest.



In August, Shop Ojasi received a total of 10 calls through Google My Business.

