

Thinking Bridge

<https://www.thinkingbridge.in/>

Monthly SEO Report (June 2025)

1. Executive Summary

- Organic traffic grew by 16.39% MoM, reaching 11.5k Clicks (GSC).
- Search visibility increased by 24.71% MoM, reaching 444K impressions. (GSC)
- Traffic share of India increased from 13% to 14% (Semrush)
- Authority score increased from 25 to 26 (Semrush)
- High DA backlinks acquired from Business Listing, Profile, Guest Post and Classifieds.
- 15 new blog posts published are indexed and optimized.

2. Goals & KPIs

- Goal: To increase the organic traffic and improve the keywords ranking
- KPI 1: Increased organic user by 16% as per the GA report.
- KPI 2: Increased organics clicks by 24.71% as per the GSC report.
- KPI 3: 25 keywords ranking improved, out of which 11 keywords entered into top 10 position as per the SEMrush report.

3. Tasks Completed

- Optimized title tags and meta descriptions across 52 Blogs.
- Created 30 business listing backlinks.
- Created 30 profile backlinks.
- Created 12 classified ads backlinks
- Created 3 guest post backlinks
- Backlinks Sheet

<https://docs.google.com/spreadsheets/d/1N3yxLah8htzpcvYX9xHXfKpCaBbkHwEvR7M9IHTHDiU/edit?usp=sharing>

4. Organic Traffic Overview

- Total organic sessions increased from 15,220 to 17,964 (18.03%) in GA.

All accounts > Thinking Bridge
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Traffic acquisition: Session primary channel group (Default Channel Group)

Last 30 days Jun 1 - Jun 30, 2025
Compare: May 1 - May 31, 2025

Session primary...Channel Group	Sessions	Engaged sessions	Engagement rate	Average engagement time per session	Events per session	Event count
Total	39,791 vs. 31,730 ↑ 25.4%	24,892 vs. 20,007 ↑ 24.42%	62.56% vs. 63.05% ↓ -0.79%	2m 04s vs. 2m 04s ↓ -0.01%	9.03 vs. 9.14 ↓ -1.17%	359,336 vs. 289,923 ↑ 23.94%
1 Organic Search						
Jun 1 - Jun 30, 2025	17,964 (45.15%)	12,527 (50.33%)	69.73%	2m 58s	9.37	168,400 (46.86%)
May 1 - May 31, 2025	15,220 (47.97%)	10,757 (53.77%)	70.68%	2m 36s	9.55	145,332 (50.13%)
% change	18.03%	16.45%	-1.33%	13.97%	-1.83%	15.87%

5. Keyword Performance

- “audit firms in Mumbai” moved from position #5 to #1.
- 11 new keywords entered the top 10.

Keyword	Position	Previous position	Search Volume
group 1 exam result	1	0	8100
ca pass percentage nov 2023	1	4	210
chartered accountant gwalior	5	0	480
ca in dehradun	4	6	1000
pass percentage of ca final dec 2021	1	0	320
article assistant meaning	1	0	320
career after chartered accountant	1	0	140
can a chartered accountant do business	1	0	140
audit firms in mumbai	1	5	170
big ca firms in mumbai	2	0	170
ca in amritsar	7	0	720

6. On-Page SEO

- Optimized 52 Blog posts with meta tags.
- Indexing requested of 52 blogs in GSC.

7. Backlink Profile

- Gained 75 new backlinks.
- Authority score increased from 25 to 26
- Referring Domain Increased from 75 to 80

8. Metric Performance Comparison

Metric	17 June 2025	1 July 2025
Semrush		
DA	25	26
Backlinks	157	159
Organic Search Traffic	15.1K	15.6k
Traffic Share	13%	14%
Organic Keywords	2461	2700
Ref Domains	75	80

Domain Overview: [thinkingbridge.in](#)

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Worldwide US UK IN ... Desktop Jul 1, 2025 USD

Overview [Compare domains](#) [Growth report](#) [Compare by countries](#)

Authority Score

26

Semrush Domain Rank **46.8K**

Organic Search Traffic

15.6K [View details](#)

Keywords **4.4K** ↑

Paid Search Traffic

The domain may be new or not ranking right now. To get data on paid traffic, create a Position Tracking campaign.

[Go to Position Tracking](#)

Backlinks

159

Referring Domains **80**

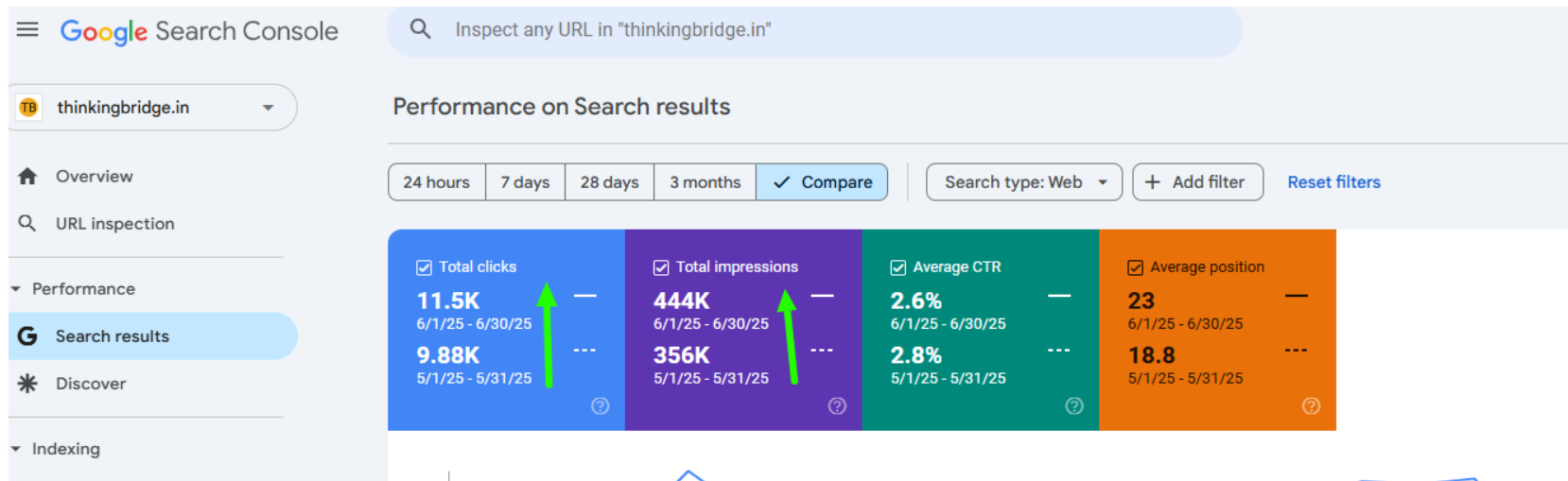
Traffic Share

14%

Competitors **3.3K**

9. Metric Performance Comparison

Metric		
Search Console	May	June
Total Clicks	9.88k	11.5k
Total Impressions	356k	444k



10. Metric Performance Comparison

Metric		
GA	May	June
Total Users	8,236	9,557
New Users	6,879	7,992

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Search... Rows per page: 10 Go to: 1 < 1-10 of 12 >

ⓐ + User acquisition: First user primary channel group (Default Channel Group) ✓ + Last 30 days Jun 1 - Jun 30, 2025
Compare: May 1 - May 31, 2025

	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 ▾
	SHOW ALL ROWS						
	Total	22,707 vs. 18,021 ↑ 26%	18,894 vs. 14,797 ↑ 27.69%	6,140 vs. 4,956 ↑ 23.89%	3m 44s vs. 3m 45s ↓ -0.54%	1.12 vs. 1.14 ↓ -1.31%	359,336 vs. 289,923 ↑ 23.94%
1	Organic Search						
	Jun 1 - Jun 30, 2025	9,557 (42.09%)	7,992 (42.3%)	2,767 (45.07%)	5m 48s	1.34	167,245 (46.54%)
	May 1 - May 31, 2025	8,236 (45.7%)	6,879 (46.49%)	2,433 (49.09%)	5m 04s	1.29	136,953 (47.24%)
	% change	16.04%	16.18%	13.73%	14.59%	3.7%	22.12%

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11. Recommendations & Next Steps

- Will Fix technical issues from SEMrush and Screaming frog to improve the site health.
- Create relevant topics blog posts to increase topical authority of the website. Suggested topics
- https://docs.google.com/spreadsheets/d/1UGIBTV27PjBUwIKbDcixxfJUXHMe6i8NKBWUIz_IMVI/edit?gid=5176030#gid=5176030
- Will Create web 2.0 backlinks for low traffic generating pages.
- Competitors Backlinks Audit and implementation
- Internal Linking implementation for the low performing course pages