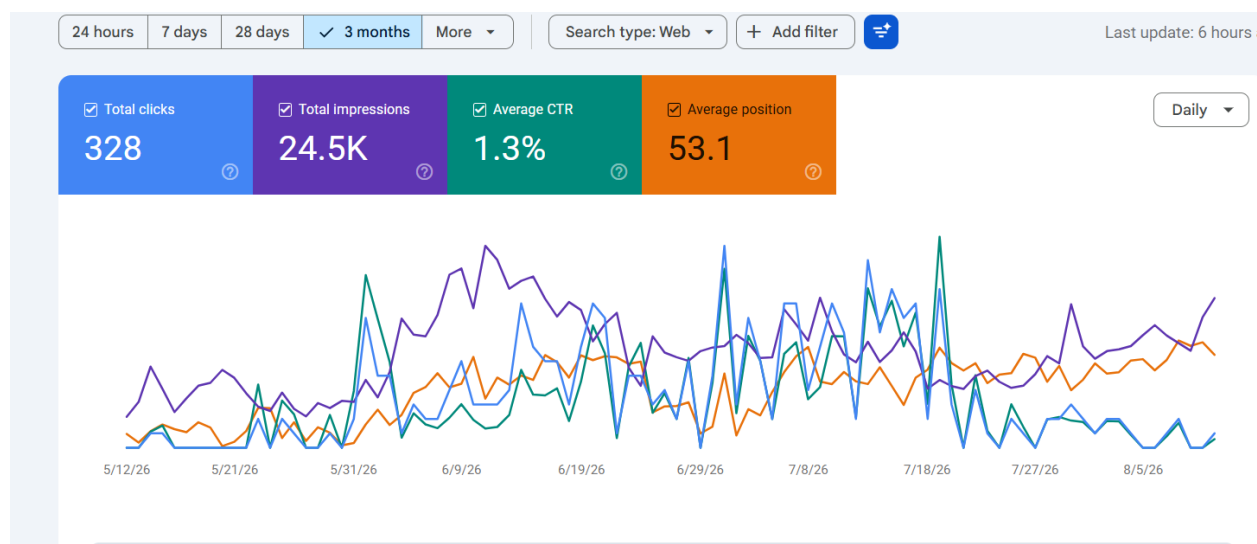




Personal Website SEO Performance — Search Performance Evidence

1. Overview

Google Search Console performance data was used to monitor the organic search visibility and search performance of my personal website.

The performance report provides four primary indicators:

- **Total Clicks:** 328
- **Total Impressions:** 24.5K
- **Average CTR:** 1.3%
- **Average Position:** 53.1

The report also provides a daily performance trend, allowing changes in search visibility, user engagement, and ranking performance to be evaluated over time.

Evidence: Google Search Console Performance report — screenshot below.

[Insert the screenshot here]

2. What I Monitored

I used Google Search Console to monitor the following SEO performance indicators:

Organic clicks

328 total clicks represent visits generated from Google Search results during the reporting period shown.

I use this metric to evaluate whether search visibility is translating into actual organic traffic.

Organic impressions

The website generated approximately **24.5K impressions**, indicating that its pages were appearing in Google Search results across a range of queries.

Impressions are particularly useful for identifying whether the website is gaining search visibility even when users do not immediately click the result.

Average CTR

The reported **1.3% average CTR** represents the proportion of impressions that resulted in clicks.

I use CTR alongside impressions and search position rather than evaluating it independently, because CTR can vary significantly depending on query intent, ranking position, SERP features, and the competitiveness of the search result.

Average position

The reported **53.1 average position** provides an overall indication of where the site's search results appeared.

I treat this as a directional performance metric rather than assuming that every keyword ranks at position 53.1, because Search Console's average position aggregates performance across many queries and pages.

3. Performance Trend Analysis

The daily trend graph was used to observe how search performance changed throughout the reporting period.

The graph shows fluctuations in:

- clicks
- impressions
- CTR
- average position

Rather than evaluating SEO performance from a single snapshot, I use the trend data to identify periods of increasing or decreasing visibility and to determine whether changes are sustained over time.

This approach helps distinguish temporary fluctuations from broader search-performance patterns.

4. SEO Methodology

My SEO analysis follows a data-driven workflow:

Search Console data → Performance analysis → Query/page identification → SEO opportunities → Optimization → Monitoring

The process involves:

1. Monitoring search visibility through impressions.
 2. Identifying queries generating clicks and impressions.
 3. Reviewing CTR to identify potential opportunities for improving search-result engagement.
 4. Monitoring average position to identify ranking improvements and opportunities.
 5. Reviewing performance trends over time rather than relying on individual daily fluctuations.
 6. Using the resulting data to guide further technical SEO, content, keyword, and optimization decisions.
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5. Interpretation of the Results

The data demonstrates that the website has established measurable visibility in Google Search, with **24.5K+ impressions and 328 organic clicks** during the period represented in this report.

The combination of impressions, clicks, CTR, and average position provides a more complete view of organic search performance than any single metric.

The data also provides a baseline against which future SEO improvements can be measured.

Important: These figures should be treated as the performance recorded for the specific reporting period shown in the evidence, rather than as permanent or cumulative website totals.

6. Evidence and Verification

Primary data source: Google Search Console

Property: Personal website

Evidence type: Search performance report

Reporting frequency shown: Daily

Key metrics: Clicks, impressions, CTR, average position

The accompanying screenshot serves as direct evidence of the reported Search Console metrics.

The live Looker Studio dashboard provides an additional interactive visualization of the website's Search Console performance data.

Related evidence:

- Live SEO Performance Dashboard — Looker Studio
- Google Search Console Performance Evidence
- Technical SEO / Indexing Evidence
- Keyword Research & Content Strategy Evidence