MONTHLY SEO PERFORMANCE

Databus

28 Sep – 25 Oct 2026 · compared with 31 Aug – 27 Sep 2026

Prepared for	Prepared by	Date
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Executive summary

Google search brought **1,308 clicks** to Databus in the last 28 days, up 16× on the 28 days before, from 200,297 appearances in search results.

SEARCH CLICKS	SEARCH IMPRESSIONS	AVERAGE POSITION	ORGANIC CONVERSIONS
1,308	**200K**	**7.6**	**362**
▲ 16×	▲ 68×	▲ 24.3 better	▲ 6×

COMMENTARY FROM NORTHSTAR SEO

> A breakout month: non-brand clicks grew from 22 to 499 after the UDISE guides went live. Next month we add internal links to the top guides and rewrite titles on the CBSE OASIS pages to lift click-through.

WHAT WENT WELL

- Search clicks grew 16×, from 81 to 1,308
- The site appeared in Google results 200K times, up from 3K
- Clicks from people who didn't search for the brand by name grew from 22 to 499
- Clicks from 'rank calculator' grew from 0 to 110
- /blog/what-is-udise-plus/ grew from 1 to 101 search clicks

WHAT TO WATCH

- Click-through rate fell from 2.7% to 0.7% as impressions grew — titles and descriptions may need work

Search performance

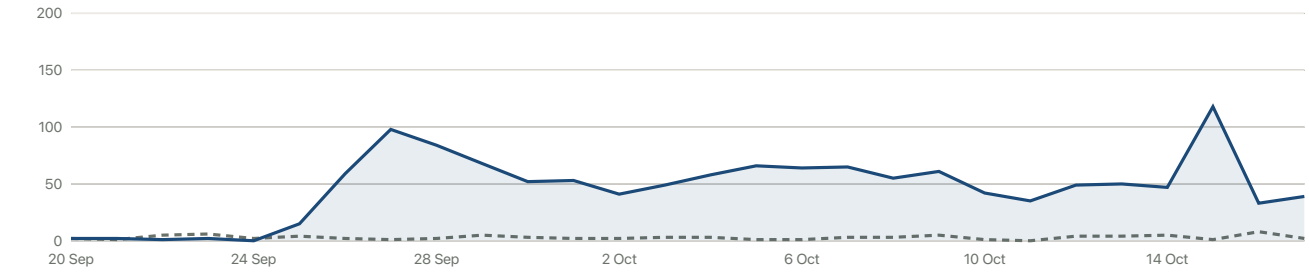
How often the site appeared in Google results (impressions), how often people clicked through (clicks), the share of viewers who clicked (CTR) and the average ranking position (1 is the top result, so lower is better) in the last 28 days.

CLICKS	IMPRESSIONS	CLICK-THROUGH RATE	AVERAGE POSITION
1,308	**200K**	**0.7%**	**7.6**
▲ 16× was 81	▲ 68× was 3K	▼ 2.1 pts was 2.7%	▲ 24.3 better was 31.9

The site showed up in Google far more often (impressions up 68×), but a smaller share of searchers clicked (CTR 2.7% → 0.7%). New appearances are often lower on the page or for loosely related searches; page titles and descriptions that match those searches more closely can turn more of them into visits.

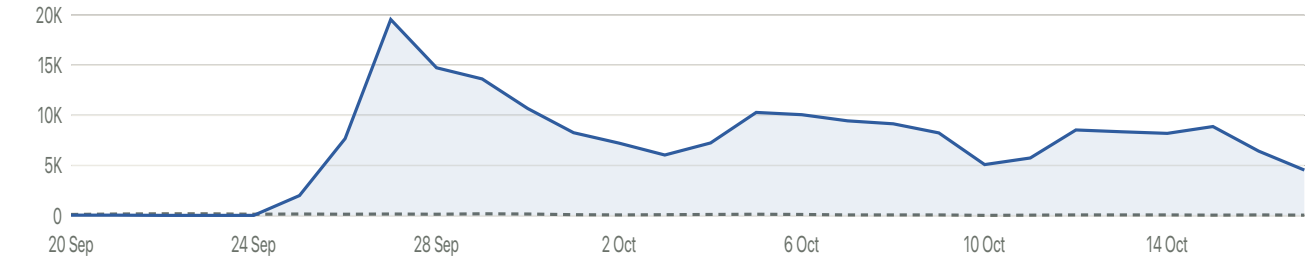
Traffic trend

Search clicks for each day of the period, with the comparison period laid over it as a dashed line (day 1 against day 1) so ups and downs line up.



Clicks, the last 28 days Clicks, the 28 days before

IMPRESSIONS PER DAY



Impressions, the last 28 days Impressions, the 28 days before

- Clicks averaged **46.7** a day against 2.9 in the 28 days before **▲ 16×**.
- The best day was **Thursday 15 Oct** with 118 clicks from 8,887 impressions.
- The last 7 days brought 371 clicks against 81 in the first 7 — momentum is building going into the next period.

Timeline of changes

What changed on the site and in Google between 28 Sep 2026 and 25 Oct 2026. Lining changes up with traffic helps explain why numbers moved.

CHANGES LOGGED	SITE ACTIVITY	GOOGLE UPDATES
0	**1**	**0**
	audits, fixes, publishing	in the period

DATE	WHAT HAPPENED	TYPE
28 Sep 2026	**Site audit** 697 pages checked, health score 75. Sitemap lists 654 URLs.	Site audit

Brand vs non-brand

Brand searches include the business's name — those people already know it. Non-brand searches are people finding the site by topic, which is where SEO brings in new audiences.



Brand clicks **1%** Non-brand clicks **99%**

SEARCHES	CLICKS	CHANGE	SHARE OF CLICKS	IMPRESSIONS	CHANGE	CTR
Brand (people searching for the business)	3	▼ 67%	1%	220	▲ 38%	1.4%
Non-brand (people searching by topic)	499	▲ 23×	99%	109,257	▲ 93×	0.5%

Google hides very rare searches for privacy, so these figures cover 502 of the 1,308 search clicks. Brand terms used: databus.

Top search queries

The searches that brought the most visitors in the last 28 days: how many clicks each brought, how often the site was shown for it, the share who clicked (CTR) and where the site ranked on average.

QUERY	CLICKS	CHANGE	IMPRESSIONS	CTR	POSITION	POSITION CHANGE
'rank calculator'	110	new	2,722	4.0%	7.0	
'search school udise code'	27	new	3,260	0.8%	6.3	
'school udise code'	25	new	2,736	0.9%	7.5	▲ 7.5 better
'udise code of school'	20	new	6,501	0.3%	8.7	
'udise code'	11	new	10,978	0.1%	9.0	
'schooldeck'	11	▲ 38%	46	23.9%	1.4	▲ 1.9 better
'udise number'	6	new	1,474	0.4%	8.7	
'search school name by udise code'	6	new	1,216	0.5%	8.7	
'search school udise code by name'	6	new	859	0.7%	7.1	
'oasis 5.0'	6	new	452	1.3%	4.5	
'dpp generator'	6	▲ 3×	8	75.0%	2.2	▼ 0.9 worse
'oasis cbse'	5	new	5,910	0.1%	6.5	
'how to find udise code of school'	5	new	337	1.5%	5.0	
'campusally'	5	new	7	71.4%	1.0	▲ 6.0 better
'cbse oasis'	4	new	8,634	0.0%	6.5	▲ 3.5 better

Winning and losing queries

Searches whose clicks changed the most compared with the 28 days before, with the average ranking position before and now — a change in position usually explains a change in clicks.

BIGGEST GAINS

QUERY	CLICKS BEFORE → NOW	CHANGE	POSITION BEFORE → NOW
'rank calculator'	0 → 110	▲ +110	— → 7.0
'search school udise code'	0 → 27	▲ +27	— → 6.3
'school udise code'	0 → 25	▲ +25	15.0 → 7.5
'udise code of school'	0 → 20	▲ +20	— → 8.7
'udise code'	0 → 11	▲ +11	— → 9.0
'search school udise code by name'	0 → 6	▲ +6	— → 7.1
'search school name by udise code'	0 → 6	▲ +6	— → 8.7
'udise number'	0 → 6	▲ +6	— → 8.7
'oasis 5.0'	0 → 6	▲ +6	— → 4.5
'campusally'	0 → 5	▲ +5	7.0 → 1.0

BIGGEST LOSSES

QUERY	CLICKS BEFORE → NOW	CHANGE	POSITION BEFORE → NOW
'databus'	8 → 2	▼ −6	16.3 → 7.0

Top pages in Google

The pages Google sent the most visitors to in the last 28 days. These are the site's strongest search assets — worth keeping fresh and linking to from other pages.

PAGE	CLICKS	CHANGE	IMPRESSIONS	CTR	POSITION	POSITION CHANGE
/blog/how-to-find-udise-code/	275	new	58,182	0.5%	7.3	▲ 17.4 better
/tutordesk/tools/test-series-rank-calculator/	134	new	4,182	3.2%	7.1	
/blog/what-is-udise-plus/	101	▲ 101×	47,088	0.2%	7.8	▼ 4.2 worse
/blog/what-is-cbse-oasis/	75	▲ 38×	28,930	0.3%	6.1	▲ 1.6 better

/schooldeck/features/ai-question-paper/jee-mock-test-generator/	67	▲ 17×	790	8.5%	6.5	▲ 3.2 better
/schooldeck/features/ai-question-paper/	65	▲ 16×	1,852	3.5%	7.2	▲ 16.6 better
/blog/rwa-rules-responsibilities-powers-of-resident-associations/	64	new	3,043	2.1%	5.8	▲ 68.4 better
/blog/apaar-id-for-students/	27	new	7,255	0.4%	6.9	▲ 16.2 better
/schooldeck/features/ai-question-paper/daily-practice-problem-generat…	26	▲ 4×	359	7.2%	6.1	▲ 2.5 better
/schooldeck/features/ai-question-paper/neet-exam-paper-generator/	24	new	544	4.4%	8.1	▲ 58.1 better
/schooldeck/tools/hall-ticket-generator/	21	new	329	6.4%	6.9	▲ 86.1 better
/schooldeck/guides/cbse-oasis-guide/	20	new	675	3.0%	7.7	▼ 5.7 worse
/schooldeck/features/ai-question-paper/sanskrit-question-paper-genera…	18	▲ 4×	791	2.3%	5.5	▲ 4.7 better
/schooldeck/features/ai-question-paper/cbse-class-10-maths-question-p…	16	new	715	2.2%	6.0	▲ 14.4 better
/schooldeck/features/ai-question-paper/class-6-question-paper-generat…	16	new	387	4.1%	5.4	▲ 7.6 better

Pages gaining and losing

Pages whose search clicks changed the most compared with the 28 days before. Falling pages are candidates for a refresh; rising and new pages show what is working.

GAINING CLICKS

PAGE	CLICKS BEFORE → NOW	CHANGE	POSITION BEFORE → NOW
/blog/what-is-udise-plus/	1 → 101	▲ +100	3.6 → 7.8
/blog/what-is-cbse-oasis/	2 → 75	▲ +73	7.7 → 6.1
/schooldeck/features/ai-question-paper/jee-mock-test-generator/	4 → 67	▲ +63	9.7 → 6.5
/schooldeck/features/ai-question-paper/	4 → 65	▲ +61	23.9 → 7.2
/schooldeck/features/ai-question-paper/daily-practice-problem-generat…	6 → 26	▲ +20	8.6 → 6.1
/schooldeck/features/ai-question-paper/sanskrit-question-paper-genera…	5 → 18	▲ +13	10.2 → 5.5
/blog/samacheer-kalvi-question-paper-generator/	1 → 13	▲ +12	8.0 → 6.1
/tutordesk/	2 → 11	▲ +9	16.0 → 3.7
/schooldeck/solutions/state-board-school-software/rajasthan-board/	1 → 7	▲ +6	3.1 → 6.9
/schooldeck/features/ai-question-paper/maths-question-paper-generator/	1 → 7	▲ +6	5.2 → 6.0

LOSING CLICKS

PAGE	CLICKS BEFORE → NOW	CHANGE	POSITION BEFORE → NOW
/	18 → 8	▼ −10	10.1 → 5.7
/blog/tn-emis-portal/	5 → 0	▼ −5	8.8 → 9.0

STARTED GETTING CLICKS

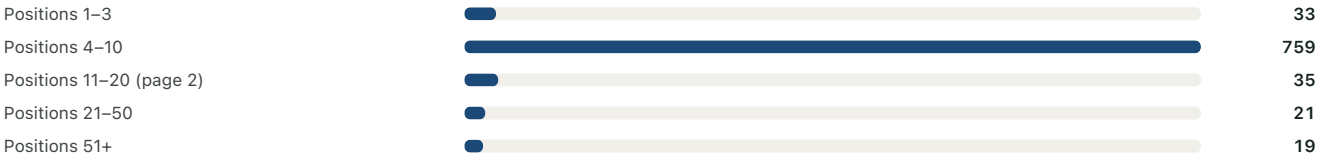
PAGE	CLICKS	IMPRESSIONS	POSITION
/blog/how-to-find-udise-code/	275	58,182	7.3
/tutordesk/tools/test-series-rank-calculator/	134	4,182	7.1
/blog/rwa-rules-responsibilities-powers-of-resident-associations/	64	3,043	5.8
/blog/apaar-id-for-students/	27	7,255	6.9
/schooldeck/features/ai-question-paper/neet-exam-paper-generator/	24	544	8.1
/schooldeck/tools/hall-ticket-generator/	21	329	6.9
/schooldeck/guides/cbse-oasis-guide/	20	675	7.7
/schooldeck/features/ai-question-paper/cbse-class-10-maths-question-p…	16	715	6.0
/schooldeck/features/ai-question-paper/class-6-question-paper-generat…	16	387	5.4
/schooldeck/features/ai-question-paper/class-1-question-paper-generat…	14	550	6.2

30 more pages also got their first search clicks.

Ranking positions

How many searches the site ranks for in each band of Google results, counting searches with at least 10 impressions.
Positions are averages over the period; most clicks go to the top 3, and very few searchers look past page 1.

792 searches rank on Google's first page (top 10), against 14 in the 28 days before ▲ **+778**.



POSITION	BEFORE	NOW	CHANGE
Positions 1–3	3	33	▲ +30
Positions 4–10	11	759	▲ +748
Positions 11–20 (page 2)	1	35	▲ +34
Positions 21–50	1	21	▲ +20
Positions 51+	2	19	▲ +17

Organic visitors and conversions

What happened after people clicked through from search, measured by Google Analytics.

Visitors who found the site through Google and other search engines made **1,955 visits** in the last 28 days, up 205% on the 28 days before, and completed **362 key events** (sign-ups, enquiries and other actions that matter to the business).

ORGANIC SESSIONS	USERS	ENGAGEMENT RATE	KEY EVENTS
1,955	1,809	47.5%	362
▲ 3×	▲ 3×	▲ 4.6 pts	▲ 6×

CONVERSION RATE	AVG. VISIT LENGTH	PAGES PER VISIT
18.52%	2m 9s	1.4
▲ 9.8 pts key events per session	▲ 38%	→ no change

A session is one visit. Engagement rate is the share of visits that lasted over 10 seconds, viewed two or more pages or led to a key event.

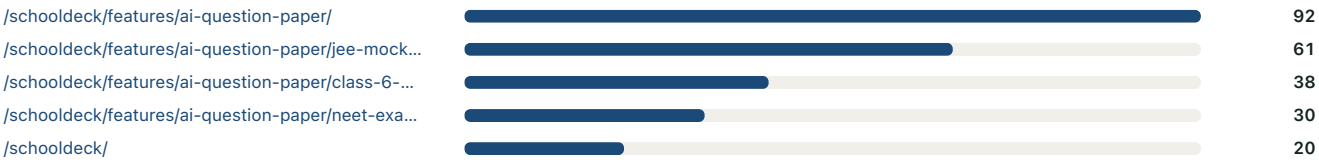
Key events

Key events are the actions that matter to the business (for example a demo request or a sign-up), counted for visitors who arrived from search.

ORGANIC KEY EVENTS	CONVERSION RATE	ORGANIC SESSIONS
362	18.52%	1,955
	key events per organic session	

KEY EVENT	COUNT	SHARE
Demo	234	65%
Demo_Booked	79	22%
Demo_Success	49	14%

PAGES THAT LEAD TO THE MOST KEY EVENTS



Top landing pages

The first page people see after clicking a search result. Engagement shows whether the page holds their attention.

LANDING PAGE	SESSIONS	CHANGE	SHARE	ENGAGEMENT	KEY EVENTS
/blog/how-to-find-udise-code/	310	▲ 62×	16%	42%	–
/tutordesk/tools/test-series-rank-calculator/	144	new	7%	32%	–
/blog/what-is-udise-plus/	86	▲ 43×	4%	48%	5
/schooldeck/features/ai-question-paper/jee-mock-test-genera...	78	▲ 7×	4%	83%	61
/blog/what-is-cbse-oasis/	76	▲ 15×	4%	41%	–
/schooldeck/features/ai-question-paper/	75	▲ 25×	4%	76%	92
/blog/rwa-rules-responsibilities-powers-of-resident-associa...	74	▲ 11×	4%	57%	1
/blog/epfo-member-portal-guide/	69	▲ 146%	4%	32%	–
(not set)	59	▲ 3×	3%	2%	–
/schooldeck/guides/cbse-oasis-guide/	58	▼ 52%	3%	36%	–
/	44	▼ 45%	2%	25%	1
/schooldeck/features/ai-question-paper/neet-exam-paper-gene...	38	▲ 138%	2%	76%	30

These 12 pages received 57% of all organic visits.

Best converting page: /schooldeck/features/ai-question-paper/ — 92 key events from 75 visits.

Site health

Our audit tool crawls the site like Google does and checks every page for technical problems. The health score (0–100) sums them up: **errors** stop pages working or appearing in Google, **warnings** hold rankings back, **notices** are minor polish.

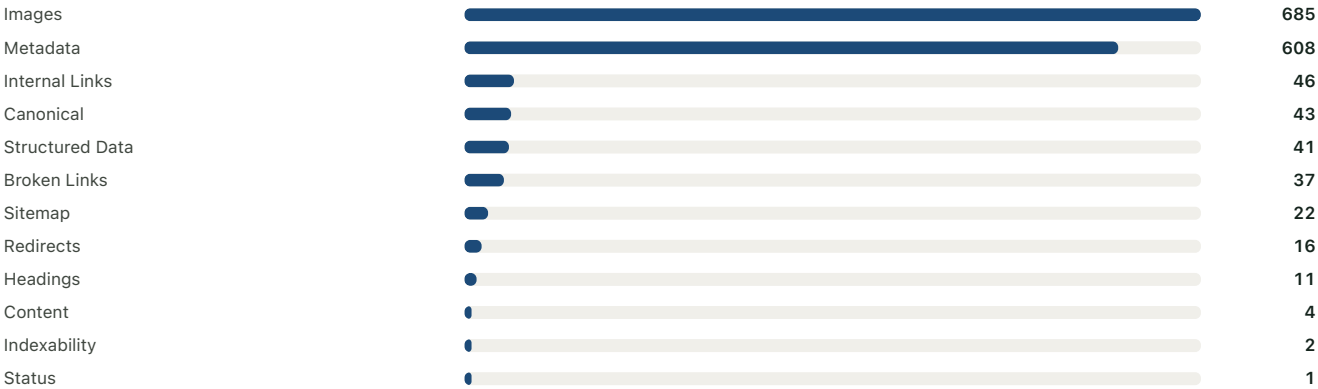


Health score

PAGES CRAWLED	ERRORS	WARNINGS	NOTICES
697	3	956	557

Audit of 697 pages on 28 Sep 2026. The health score is 75/100.

ISSUES BY AREA



Work completed

What was done for the site between 28 Sep – 28 Oct 2026, and the results so far.

SEO TASKS COMPLETED	SITE AUDITS RUN	PAGES CHECKED IN GOOGLE
6	1	2

WORK	COUNT	DETAILS
SEO tasks completed	6	content 3, setup 1, titles & snippets 1, internal links 1
Site audits run	1	697 pages checked
Pages checked with Google's URL Inspection	2	Index status confirmed page by page

SEO TASKS COMPLETED

Results compare Search Console clicks (28 days) when the task was planned with the latest 28 days. Changes usually take a few weeks to show in Google.

TASK	AREA	DONE	RESULT SO FAR
Turn on the index monitor resolved	Setup	20 Oct 2026	—
Rewrite the title and description of /blog/what-is-pen-number/ /blog/what-is-pen-number/ resolved	Titles & snippets	20 Oct 2026	5 → 8 clicks **▲ 60%** position 8.1 → 8.1
Send internal links to /schooldeck/features/ai-question-paper/class-6-question-paper-generator/ /schooldeck/features/ai-question-paper/class-6-question-pap… resolved	Internal links	20 Oct 2026	1 → 1 clicks → **no change** position 2.2 → 2.2
Pick one page for "cbse oasis 7.0" /schooldeck/solutions/cbse-school-management-software/ resolved	Content	20 Oct 2026	2 → 2 clicks → **no change** position 8.2 → 8.2
Refresh /blog/tn-emis-portal/ — it lost 10 clicks a month /blog/tn-emis-portal/ resolved	Content	20 Oct 2026	0 → 0 clicks position 10.2 → 9.0
Refresh /schooldeck/ — it lost 7 clicks a month /schooldeck/ resolved	Content	20 Oct 2026	13 → 16 clicks **▲ 23%** position 6.5 → 8.8

SITE AUDITS

DATE	PAGES CHECKED	HEALTH SCORE	ISSUES FIXED	NEW ISSUES
28 Sep 2026	697	75/100	first audit	—

Next steps

The highest-value work planned for the coming weeks.

- **Send internal links to /blog/how-to-find-udise-code/**
  It gets 58,182 impressions a month but only 6 internal links point to it (strength 4/100). Links from strong related pages help it climb.
  +86 clicks/month
- **Rewrite the title and description of /blog/what-is-cbse-oasis/**
  Shows 28,930 times a month at position 6.1 but only 0.3% of searchers click; your other pages at that position get about 0.6%. People find it with 'cbse oasis', 'oasis cbse' and 'oasis portal'. **+51 clicks/month**
- **Rewrite the title and description of /schooldeck/solutions/cbse-school-management-software/**
  Shows 10,027 times a month at position 7.2 but only 0.1% of searchers click; your other pages at that position get about 0.6%. People find it with 'oasis 7.0', 'oasis 7.0 login' and 'cbse oasis 7.0 login'. **+25 clicks/month**
- **Send internal links to /blog/what-is-cbse-oasis/**
  It gets 28,930 impressions a month but only 2 internal links point to it (strength 1/100). Links from strong related pages help it climb.
  +36 clicks/month
- **Push /blog/how-to-find-udise-code/ into the top 3**
  It ranks for 'udise code' (#9, 10,957 impressions), 'udise code of school' (#9, 6,498 impressions), 'search school udise code' (#6, 3,259 impressions), 'school udise code' (#7, 2,735 impressions). Reaching the top 3 for… **+72 clicks/month**
- **Push /blog/what-is-udise-plus/ into the top 3**
  It ranks for 'what is udise code' (#8, 1,804 impressions), 'udise full form' (#11, 1,699 impressions), 'what is udise code of school' (#8, 997 impressions), 'udise kya hota hai' (#8, 874 impressions). Reaching the top 3… **+55 clicks/month**

Glossary

What the terms in this report mean.

TERM	MEANING
Clicks	How many times someone clicked through to the site from Google search results.
Impressions	How many times the site appeared in someone's Google search results, whether or not they clicked.
CTR (click-through rate)	Clicks divided by impressions: the share of people who saw the site in results and clicked.
Average position	The site's average ranking in Google results (1 is the top). Lower is better.
Search term (query)	The words people typed into Google before seeing the site.
Organic sessions	Visits that came from unpaid search results, measured by Google Analytics.
Engagement rate	The share of visits where people stayed 10+ seconds, viewed 2+ pages or completed a key event.

Key events (conversions)	Actions that matter to the business, such as an enquiry, sign-up or purchase.
Core Web Vitals	Google's measures of page experience for real visitors: LCP (how fast the main content loads; good under 2.5 s), INP (how quickly the page responds to taps and clicks; good under 200 ms) and CLS (how much the layout jumps around; good under 0.1).
Indexing	Whether Google has stored a page so it can show it in results. Pages that aren't indexed can't get search traffic.
Structured data	Hidden labels in a page's code that tell Google what it is (an article, product, FAQ…), which can earn richer search results.
Backlinks	Links to the site from other websites. Google treats them like recommendations.
Referring domains	The number of different websites linking to the site. Ten links from ten sites count for more than ten from one.
Domain rank	A data provider's 0–100 (or 0–1,000) estimate of a website's link authority. Higher is stronger.
Followed link	A normal link that passes ranking value. "Nofollow" links ask Google not to count them.
Health score	Our 0–100 score from the site audit: fewer and less serious technical problems mean a higher score.

About this data. Search Console figures are the last 28 days synced on Oct 20, 2026 — connect Google for exact report dates. Google Analytics figures are the last 28 days synced on Oct 20, 2026 — connect Google for exact report dates.