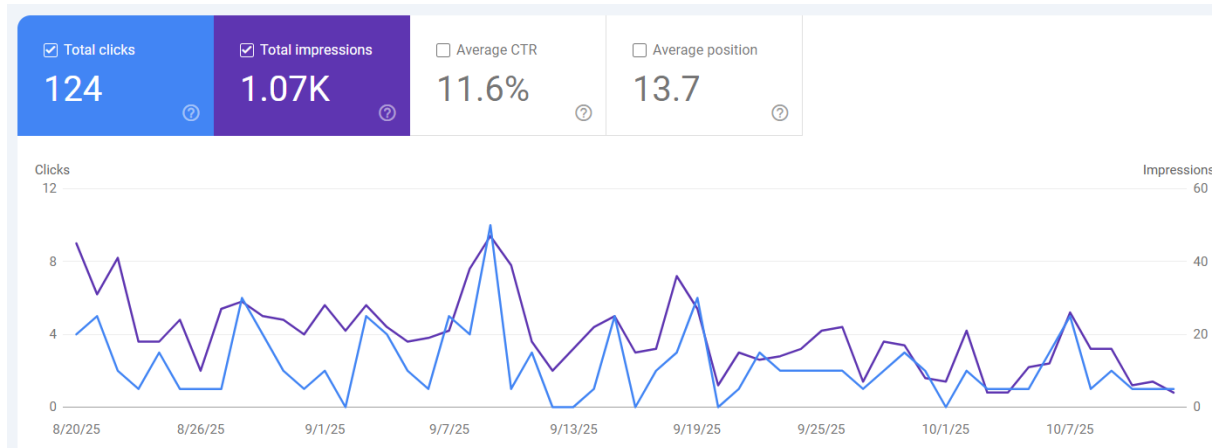


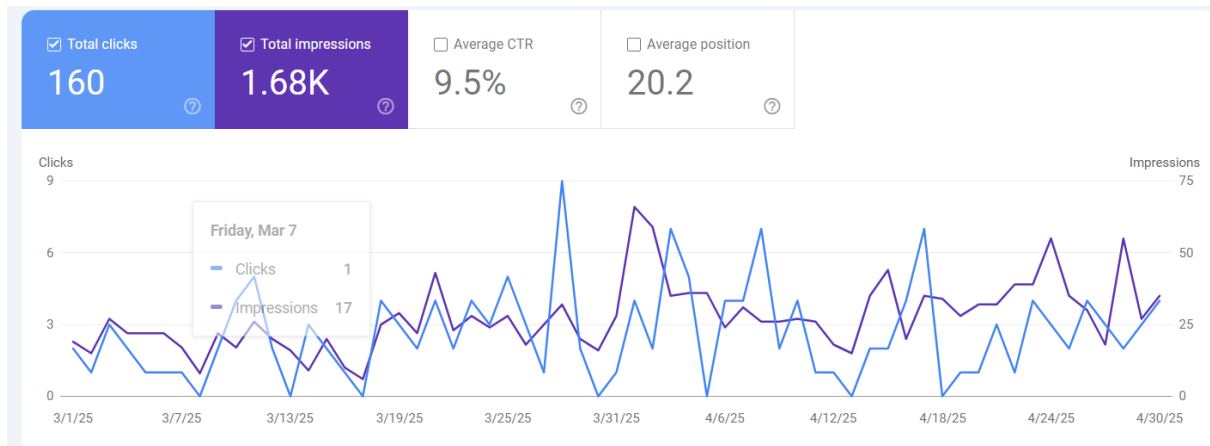
NT site Analytic report

This report compares the SEO performance between the old and new site results after implementing proper indexing, meta tags, and keyword optimisation. The analysis highlights the improvements in visibility, ranking, and user engagement achieved.

New NT site Analytic report



Old NT site Analytic report



Analysis

Metric	New NT site	Old NT site	Better Result
Clicks	124	160	Old NT site (More clicks overall)
Impressions	1.07K	1.68K	Old NT site (More visibility)
CTR (Click-Through Rate)	11.6%	9.5%	New NT site (Higher engagement)
Average Position	13.7	20.2	New NT site (Better ranking)

🚩 Conclusion

✅ **New NT site** shows **better SEO ranking quality** - the site appears **higher in search results** (position 13.7 vs 20.2) and has a **stronger CTR**, meaning users are **more likely to click** when your pages appear.

☑️ **Old NT site** had **more visibility and total clicks**, but the **average ranking was weaker**, indicating that your pages appeared lower on search results even though impressions were higher.

👉 Final Verdict

The new NT site (new NT site) has a **better SEO ranking**, while **Old NT site** had a **higher reach but lower ranking performance**.

Keeping a steady blog posting schedule with proper keywords, topics, and indexing will help increase clicks and impressions over time. Even though the recent blog flow was interrupted, once it is back to normal, clicks and impressions should grow.