

90 days Report (24 Jan - 23 April)

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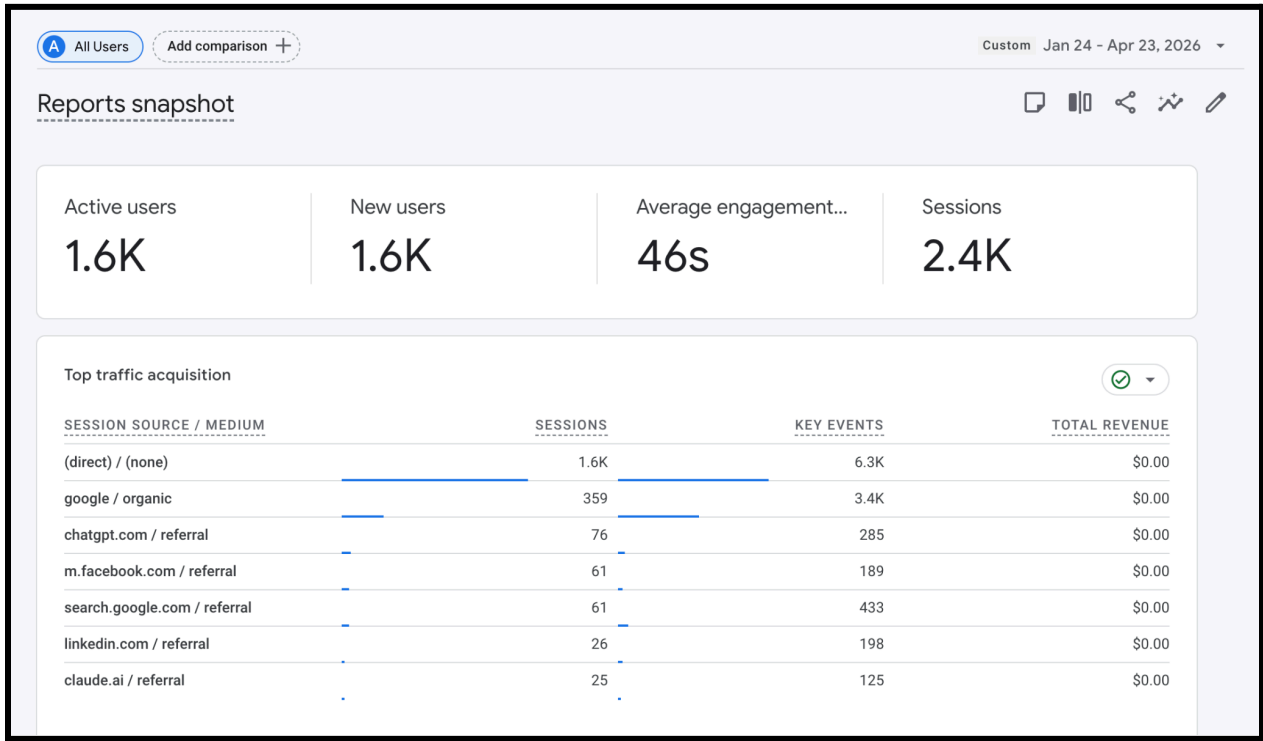
Objective:

This report contains the website's traffic data for the last 90 days, with a primary focus on organic search traffic, and will be used to measure SEO performance over the next 3 months.

Executive Summary

- A total of **1616 users** came to our site.
 - Our website generated **2,386 total sessions**, out of which **423 sessions (~18%) came from organic search**.
 - Organic visibility remains **low and heavily dependent on branded searches** (e.g., "Salesix", "Salesix AI").
 - Google Search Console shows **9.4K impressions but only 152 clicks**, resulting in a **low CTR of 1.6%**, indicating optimization opportunities.
 - Blog content is starting to contribute to traffic, but most pages receive **very low (or zero traffic) individual traffic**, showing early-stage SEO growth.
 - Several pages have **high impressions but low clicks**, suggesting strong potential for CTR and ranking improvements.
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Report Overview:



Traffic Acquisition Report:

Traffic Source	Sessions
Direct	1603
Organic Search	423
Referral	158
Organic Social	139
Unassigned	36
Paid Social	18
Paid Search	9
Total	2386

Insight: Traffic is dominated by direct traffic, while organic is still developing.

User Acquisition Report

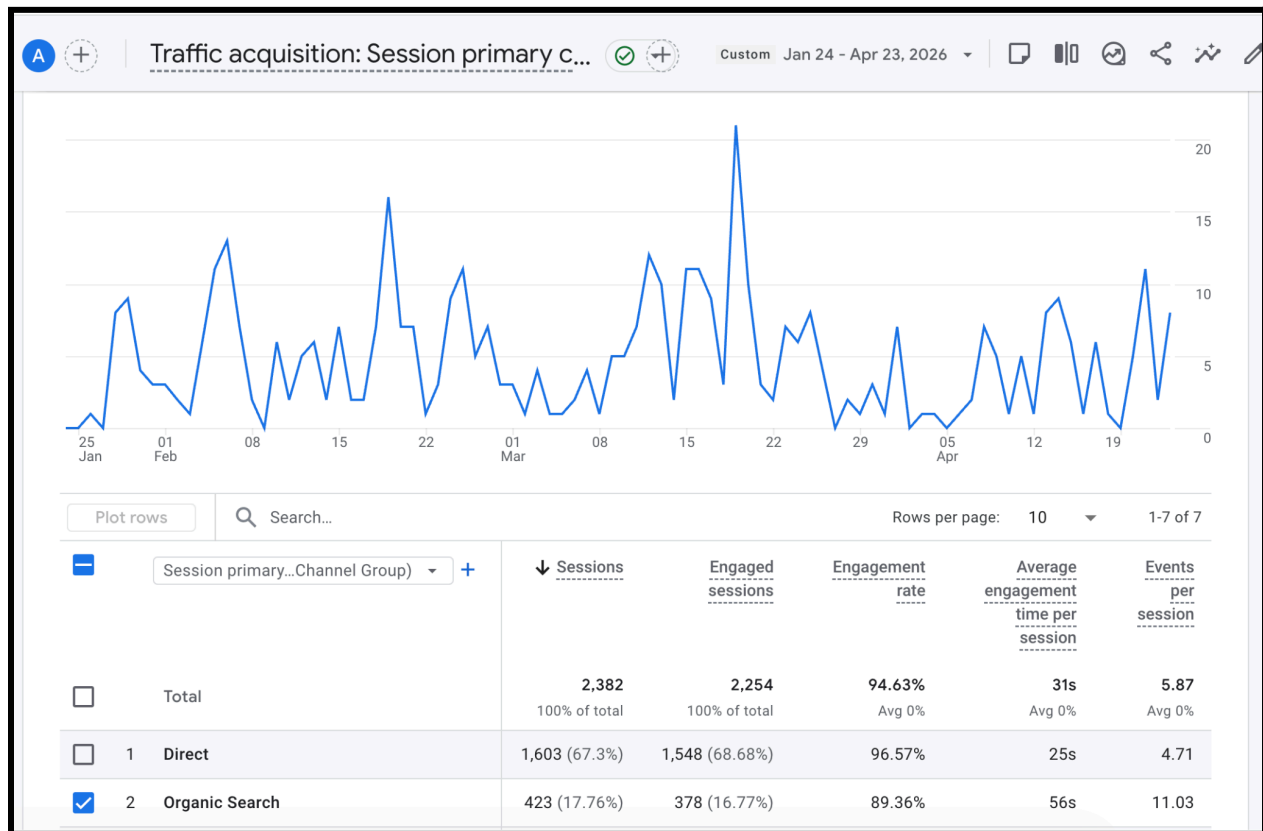
Traffic Source	Total users	New users	Returning users
Direct	1294	1278	80
Organic Search	120	114	28
Organic Social	105	105	3
Referral	57	57	10
Unassigned	24	24	2
Paid Social	16	16	2
Paid Search	9	9	0
Total	1616	1594	125

Insight: Organic acquisition is still low compared to total traffic.

Organic Traffic:

Organic Contribution:

- Organic Sessions: 423
- Share of Total Traffic: ~18%



Landing pages: Bringing Organic Traffic

Landing page	Active users	Sessions
/	110	<u>240</u>
(not set)	19	<u>50</u>
/blogs	9	<u>28</u>
/blogs/Comparison/ai-voice-agents-vs-human-call-centers	3	<u>7</u>
/blogs/Lead Generation/future-of-ai-ecommerce-lead-generation	2	<u>7</u>

/features	4	6
/help-support	4	6
/industry	4	5
/industry/biotechnology	1	5
/blogs/Usecase/reduce-logistics-delays-ai-voice-exception-management	1	4
/usecases	3	4
/playbooks	3	3
/auth	1	2
/blog	2	2
/blogs/Usecase/ai-voice-agent-property-visit-scheduling-real-estate	2	2
/blogs/Usecase/real-estate-inquiry-follow-ups-ai-voice-agent	2	2
/industry/banking	1	2
/start-free-trial	0	2
/usecase/voice-based-status-checks	2	2
/usecases/cart-recovery	2	2
/usecases/travel-booking-confirmations	1	2
/blogs/Artificial Intelligence/why-ai-voice-agents-are-replacing-traditional-business-calling	1	1
/blogs/Educational/ai-voice-agent-compliance-guide	1	1
/blogs/Home Services/lead-qualification-for-home-services	1	1
/blogs/Real Estate Property Management/assignment-updates-for-real-estate-property-management	1	1
/blogs/Real Estate Property Management/worker-support-for-real-estate-property-management	0	1
/blogs/Real Estate Property Management/worker-support-for-real-estate-property-management.	1	1
/blogs/Retail Chains/job-scheduling-for-retail-chains	1	1
/blogs/Sales Automation/ai-voice-agent	1	1
/blogs/Sales/outbound-ai-voice-calling	1	1
/blogs/Technology/banking-account-alerts-ai-voice-calls	1	1
/blogs/Usecase/AI-Voice-Agents-for-Real-Estate-Lead-Qualification	1	1
/blogs/Usecase/ai-voice-agents-insurance-customer-support-24-7	1	1
/blogs/Usecase/smart-listing-promotions-real-estate-ai-voice-agents	1	1
/blogs/sitemap.xml	1	1

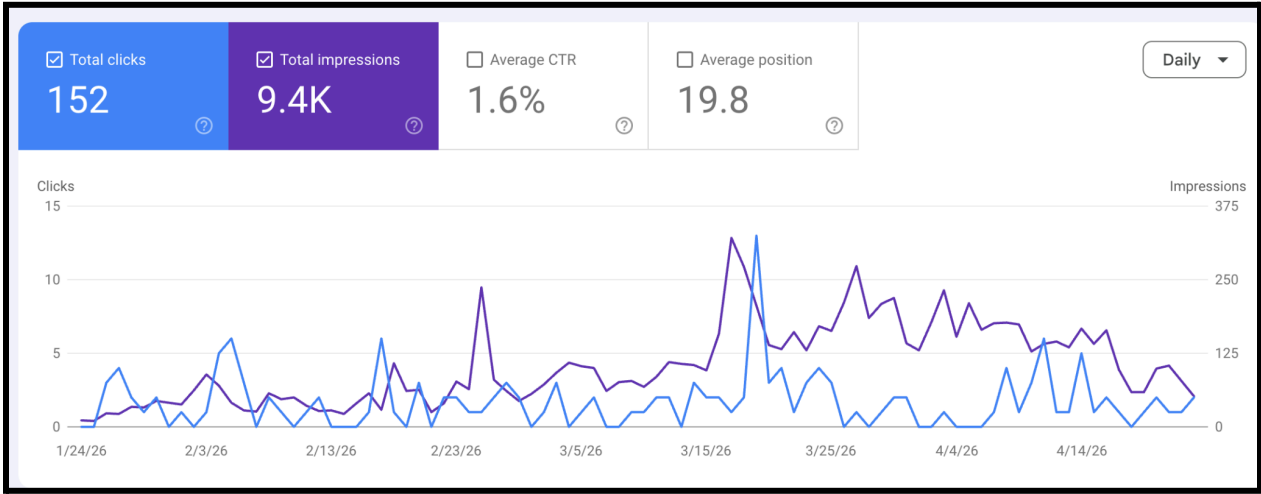
<u>/contact</u>	0	1
<u>/help-support/get-started/signup-process</u>	1	1
<u>/industry/Hospitality</u>	1	1
<u>/industry/[transportation](/industry/transportation)</u>	1	1
<u>/industry/dealerships</u>	1	1
<u>/industry/education</u>	1	1
<u>/industry/facility-management</u>	1	1
<u>/industry/healthcare</u>	1	1
<u>/industry/human-resources</u>	1	1
<u>/industry/recruitment</u>	1	1
<u>/industry/saas</u>	1	1
<u>/industry/staffing</u>	1	1
<u>/playbooks/accounting-document-collection</u>	1	1
<u>/playbooks/patient-follow-up</u>	1	1
<u>/signup</u>	1	1
<u>/support-ticket</u>	1	1
<u>/the-future-of-ai-driven-lead-generation-for-e-commerce</u>	1	1
<u>/usecase/ecommerce-support-calls</u>	1	1
<u>/usecase/interview-scheduling-automation</u>	1	1
<u>/usecases/customer-support-inbound-call-handling</u>	1	1
<u>/usecases/education-class-notifications</u>	1	1
<u>/usecases/hospitality-check-in-coordination</u>	1	1
<u>/usecases/loan-inquiries</u>	1	1
<u>/usecases/portfolio-updates</u>	1	1
<u>/usecases/real-estate-lead-qualification</u>	1	1
<u>/usecasesfraud-alerts</u>	1	1
Total	214	423

Top Blog Pages: Bringing Organic Traffic

Page	Active users	Sessions
/blogs	<u>9</u>	<u>28</u>
/blogs/Comparison/ai-voice-agents-vs-human-call-centers	<u>3</u>	<u>7</u>
/blogs/Lead Generation/future-of-ai-ecommerce-lead-generation	<u>2</u>	<u>7</u>
/blogs/Usecase/reduce-logistics-delays-ai-voice-exception-management	<u>1</u>	<u>4</u>
/blog	<u>2</u>	<u>2</u>
/blogs/Usecase/ai-voice-agent-property-visit-scheduling-real-estate	<u>2</u>	<u>2</u>
/blogs/Usecase/real-estate-inquiry-follow-ups-ai-voice-agent	<u>2</u>	<u>2</u>
/blogs/Artificial Intelligence/why-ai-voice-agents-are-replacing-traditional-business-calling	<u>1</u>	<u>1</u>
/blogs/Educational/ai-voice-agent-compliance-guide	<u>1</u>	<u>1</u>
/blogs/Home Services/lead-qualification-for-home-services	<u>1</u>	<u>1</u>
/blogs/Real Estate Property Management/assignment-updates-for-real-estate-property-management	<u>1</u>	<u>1</u>
/blogs/Real Estate Property Management/worker-support-for-real-estate-property-management	<u>0</u>	<u>1</u>
/blogs/Real Estate Property Management/worker-support-for-real-estate-property-management	<u>1</u>	<u>1</u>
/blogs/Retail Chains/job-scheduling-for-retail-chains	<u>1</u>	<u>1</u>
/blogs/Sales Automation/ai-voice-agent	<u>1</u>	<u>1</u>
/blogs/Sales/outbound-ai-voice-calling	<u>1</u>	<u>1</u>
/blogs/Technology/banking-account-alerts-ai-voice-calls	<u>1</u>	<u>1</u>
/blogs/Usecase/AI-Voice-Agents-for-Real-Estate-Lead-Qualification	<u>1</u>	<u>1</u>
/blogs/Usecase/ai-voice-agents-insurance-customer-support-24-7	<u>1</u>	<u>1</u>
/blogs/Usecase/smart-listing-promotions-real-estate-ai-voice-agents	<u>1</u>	<u>1</u>

Total	143	305
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GSC Overview:



Top Queries By Clicks:

Top queries	Clicks
salesix ai	52
salesix	38
solutions that compare human-handled versus AI voice agent calls to Quantify containment and average handle time improvements weekly.	1
the future of ai-driven lead generation for e-commerce	1

Total	92
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Top Queries By Impressions (more than 30):

Top queries	Impressions
salesix	218
ai phone assistant	128
ai voice agent compliance	88
salesix ai	86
ai voice agents for banking	72
squadstack ai voicebot scalability high-volume sales campaigns	71
automated answering system	62
ai banking alerts	53
squadstack ai voicebot review comparison sales automation	45
ai calling assistant	44
automated phone answering	43
humanoid voice agent contact center production scale 100k calls per day	42
bolna ai competitors	41
ai voice agent hr recruitment	40
ai calling agents	37
automated sales calls	34
ai phone call assistant	34
ai calling agent	33
ai voice agents for nonprofit organizations	32
squadstack ai lead conversion	30
how do ai-powered outreach platforms work squadstack	30
ai phone agent	30
Total	1315

Top Pages (By Clicks):

Top pages	Clicks
https://salesix.ai/	120
https://salesix.ai/blogs/Comparison/ai-voice-agents-vs-human-call-centers	4
https://salesix.ai/blogs/Lead Generation/future-of-ai-ecommerce-lead-generation	3
https://salesix.ai/features	2
https://salesix.ai/blogs	2
https://salesix.ai/blogs/Usecase/real-estate-inquiry-follow-ups-ai-voice-agent	2
https://salesix.ai/blogs/Educational/ai-voice-agent-compliance-guide	1
https://salesix.ai/industry	1
https://salesix.ai/usecases	1
https://app.salesix.ai/	1
https://salesix.ai/playbooks	1
https://blogs.salesix.ai/category/technology/	1
https://blogs.salesix.ai/2025/05/19/ai-voice-agents-and-gdpr-compliance/	1
https://salesix.ai/industry/facility-management	1
https://blogs.salesix.ai/category/trends/	1
https://salesix.ai/blogs/Nonprofit Organizations/event-outreach-for-nonprofit-organizations	1
https://app.salesix.ai/auth/sign-in	1
https://salesix.ai/usecases/education-class-notifications	1
https://salesix.ai/industry/dealerships	1
https://app.salesix.ai/auth/sign-up	1
https://salesix.ai/blogs/Home Services/lead-qualification-for-home-services	1
https://salesix.ai/industry/saas	1
https://salesix.ai/blogs/Retail Chains/job-scheduling-for-retail-chains	1
https://salesix.ai/blogs/Food Delivery/delivery-updates-for-food-delivery	1
https://salesix.ai/playbooks/healthcare-appointment-reminders	1
https://salesix.ai/usecases/hr-candidate-screening	1
https://salesix.ai/blogs/Usecase/ai-voice-agents-saas-ecommerce-conversion	1

https://blogs.salesix.ai/2025/04/22/the-benefits-of-ai-for-lead-generation-in-e-commerce-that-aligns-with-your-provided-instructions/	1
https://salesix.ai/usecases/customer-support-inbound-call-handling	1
https://salesix.ai/usecase/property-listing-promotion	1
https://salesix.ai/blogs/Fitness/trial-class-booking-for-fitness	1
https://salesix.ai/blogs/E-Learning/demo-scheduling-for-e-learning	1
https://salesix.ai/blogs/Usecase/ai-voice-agents-saas-demo-scheduling	1
https://salesix.ai/help-support/get-started/signup-process	1
https://salesix.ai/blogs/HVAC/job-follow-ups-for-hvac	1
https://salesix.ai/blogs/Biotechnology/lead-qualification-for-biotechnology	1
https://salesix.ai/playbooks/electrical-job-follow-ups	1
https://salesix.ai/industry/biotechnology	1
https://salesix.ai/blogs/Staffing/candidate-availability-checks-for-staffing	1
Total	166

Top Pages by Impressions (with more than 45 Impressions)

Top pages	Impressions
https://salesix.ai/why-salesix-ai/salesix-vs-squadstack-ai	1640
https://salesix.ai/blogs/Educational/ai-voice-agent-compliance-guide	1324
https://salesix.ai/	1126
https://salesix.ai/blogs/Comparison/ai-voice-agents-vs-human-call-centers	414
https://salesix.ai/features	392
https://salesix.ai/blogs/Sales-Automation/automated-call-answering	373
https://salesix.ai/blogs/Sales-Automation/ai-voice-agent	338
https://salesix.ai/blogs/Technology/banking-account-alerts-ai-voice-calls	290
https://salesix.ai/industry	270
https://salesix.ai/blogs/Sales-Automation/ai-phone-assistant	197
https://salesix.ai/usecases	190
https://salesix.ai/blogs	183
https://app.salesix.ai/	176
https://salesix.ai/playbooks	172
https://salesix.ai/blogs/Sales-Automation/ai-call-assistant	138

https://salesix.ai/why-salesix-ai	136
https://salesix.ai/blogs/Usecase/ai-voice-agents-appointment-reminders-patient-visits	110
https://salesix.ai/industry/b2b-sales	109
https://salesix.ai/industry/banking	100
https://salesix.ai/blogs/Usecase/ai-voice-agents-for-insurance-lead-qualification	91
https://salesix.ai/privacy-policy	85
https://salesix.ai/blogs/Sales/ai-voice-agents-lead-qualification	78
https://salesix.ai/blogs/Sales-Automation/ai-sales-agent	73
https://salesix.ai/blogs/Educational/top-10-ai-voice-agent-use-cases	66
https://salesix.ai/blogs/Usecase/AI-Voice-Agents-for-Real-Estate-Lead-Qualification	60
https://salesix.ai/blogs/Usecase/reduce-logistics-delays-ai-voice-exception-management	59
https://salesix.ai/blogs/Wellness/appointment-reminders-for-wellness	59
https://salesix.ai/why-salesix-ai/salesix-vs-bolna-ai	56
https://salesix.ai/terms-conditions	55
https://blogs.salesix.ai/	47
https://salesix.ai/blogs/Usecase/automate-shipment-update-calls-logistics-ai-voice	47
https://salesix.ai/blogs/Usecase/automate-real-estate-client-follow-ups-ai-voice-calls	47
https://salesix.ai/usecases/call-center-outbound-campaigns	46
https://salesix.ai/blogs/HVAC/service-reminders-for-hvac	46
https://salesix.ai/blogs/EdTech/lead-qualification-for-edtech	45
https://salesix.ai/usecases/wellness-appointment-reminders	45
https://salesix.ai/blogs/Human Resources/employee-onboarding-for-human-resources	45
Total	8728

Key Insights:

- Organic traffic contributes only ~18% of total traffic → SEO is still in an early stage
- The majority of clicks come from branded queries → low discovery from new users

- deep impressions with low CTR → titles/meta descriptions need improvement
 - Blog content is indexed and visible, but not yet driving strong traffic
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30-day Report (25 Mar - 23 April)

30-day Report (25 Mar - 23 April)

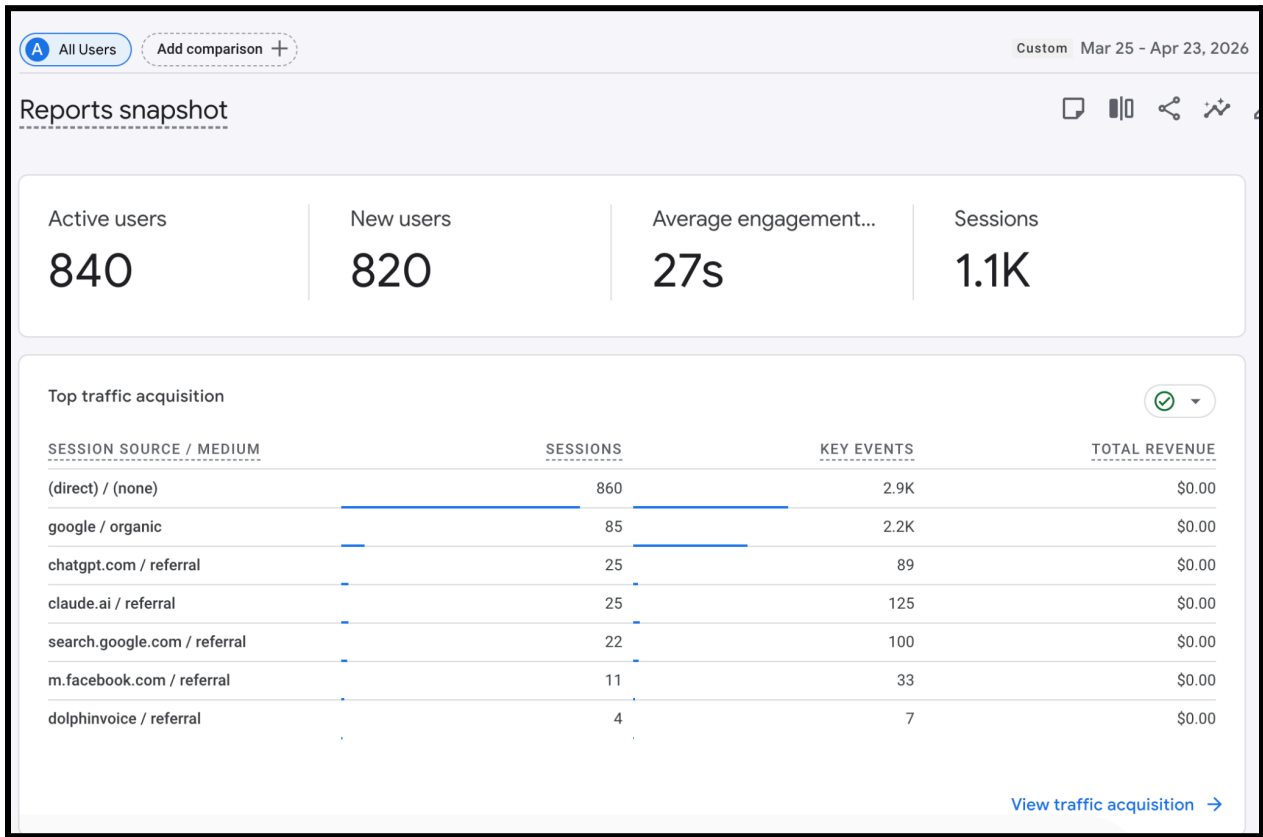
Objective:

This report contains the website's traffic data for the last 30 days, with a primary focus on organic search traffic, and will be used to measure SEO performance over the next month.

Executive Summary

- A total of **840 users** came to our site.
 - The website generated **1,053 total sessions**, out of which **107 sessions (~10%) came from organic search**, showing a lower contribution compared to the 90-day baseline.
 - Organic acquisition remains **limited and primarily driven by branded searches** such as “salesix ai” and “salesix.”
 - Google Search Console shows **4.57K impressions and only 43 clicks**, resulting in a **low CTR of 0.9%**, indicating a decline in click efficiency.
 - The homepage continues to dominate organic traffic, while blog pages contribute **very minimal traffic per page**, indicating early-stage SEO growth.
 - Several keywords are generating impressions but not clicks, highlighting opportunities for **CTR and ranking improvements**.
-

Report Overview:



Traffic Acquisition Report:

Session primary channel group (Default Channel Group)	Sessions
Direct	860
Organic Search	107
Referral	59
Organic Social	21
Unassigned	6
Total	1053

Insight: Traffic is still heavily dependent on direct sources, while organic contribution has decreased compared to the longer-term baseline.

User Acquisition Report

First user primary channel group (Default Channel Group)	Total users	New users
Direct	775	752
Organic Search	35	29
Referral	18	18
Organic Social	17	17
Unassigned	4	4
Total	849	820

Insight: Organic user acquisition remains low, indicating limited new user discovery through search.

Organic Traffic:



Organic Contribution:

- **Organic Sessions: 107**
- **Share of Total Traffic: ~10%**

Insight: Organic traffic contribution is relatively low and has dropped compared to the 90-day performance (~18%).

Landing pages: Bringing Organic Traffic

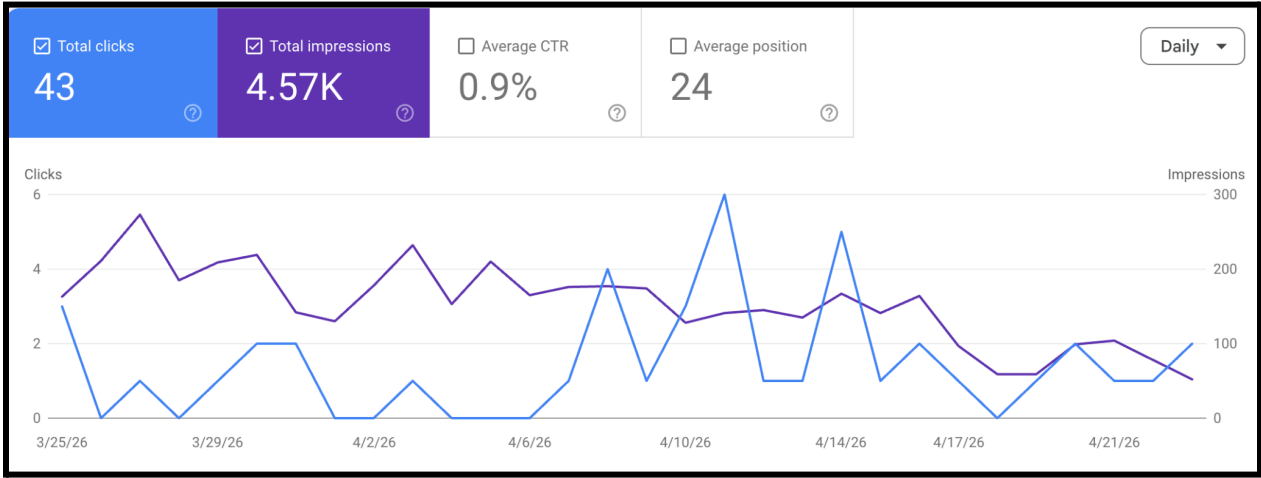
Landing page	Sessions	Active users
/	65	28

/blogs	6	4
/industry/biotechnology	3	1
/usecase/voice-based-status-checks	2	2
/usecases/cart-recovery	2	2
/blog	1	1
/blogs/Lead Generation/future-of-ai-ecommerce-lead-generation	1	1
/blogs/Real Estate Property Management/assignment-updates-for-real-estate-property-management	1	1
/blogs/Real Estate Property Management/worker-support-for-real-estate-property-management	1	0
/blogs/Real Estate Property Management/worker-support-for-real-estate-property-management.	1	1
/blogs/Retail Chains/job-scheduling-for-retail-chains	1	1
/blogs/Sales Automation/ai-voice-agent	1	1
/blogs/Usecase/ai-voice-agent-property-visit-scheduling-real-estate	1	1
/blogs/Usecase/real-estate-inquiry-follow-ups-ai-voice-agent	1	1
/blogs/Usecase/reduce-logistics-delays-ai-voice-exception-management	1	1
/blogs/Usecase/smart-listing-promotions-real-estate-ai-voice-agents	1	1
/features	1	1
/help-support/get-started/signup-process	1	1
/industry	1	1
/playbooks	1	1
/playbooks/accounting-document-collection	1	1
/usecase/ecommerce-support-calls	1	1
/usecases	1	1
/usecases/customer-support-inbound-call-handling	1	1
/usecases/hospitality-check-in-coordination	1	1
Total	98	56

Top Blog Pages: Bringing Organic Traffic

Page	Sessions	Active users
/blogs	6	4
/blog	1	1
/blogs/Lead Generation/future-of-ai-ecommerce-lead-generation	1	1
/blogs/Real Estate Property Management/assignment-updates-for-real-estate-property-management	1	1
/blogs/Real Estate Property Management/worker-support-for-real-estate-property-management	1	0
/blogs/Real Estate Property Management/worker-support-for-real-estate-property-management,	1	1
/blogs/Retail Chains/job-scheduling-for-retail-chains	1	1
/blogs/Sales Automation/ai-voice-agent	1	1
/blogs/Usecase/ai-voice-agent-property-visit-scheduling-real-estate	1	1
/blogs/Usecase/real-estate-inquiry-follow-ups-ai-voice-agent	1	1
/blogs/Usecase/reduce-logistics-delays-ai-voice-exception-management	1	1
/blogs/Usecase/smart-listing-promotions-real-estate-ai-voice-agents	1	1
Total	17	14

GSC Overview:



Top Queries By Clicks:

Top queries	Clicks
salesix ai	25
salesix	6
Total	31

Top Queries By Impressions (more than 20):

Top queries	Impressions
ai phone assistant	99

salesix	78
automated answering system	62
squadstack ai voicebot scalability high-volume sales campaigns	43
automated phone answering	43
salesix ai	41
bolna ai competitors	40
ai calling assistant	40
ai voice agents for banking	39
automated sales calls	34
ai voice agent compliance	32
ai phone agent	30
automated phone calls for business	29
ai banking alerts	28
ai voice sales agent	28
ai calling agents	28
ai calling agent	26
how do ai-powered outreach platforms work squadstack	25
squadstack ai voicebot review comparison sales automation	24
automated call answering	24
ai phone call assistant	24
sales call automation	23
ai call agent software	21
ai voice agent hr recruitment	20
Total	881

Top Pages (By Clicks):

Top pages	Clicks
https://salesix.ai/	37
https://salesix.ai/usecases/real-estate-lead-qualification	1
https://salesix.ai/blogs/Usecase/ai-voice-agent-property-visit-scheduling-real-estate	1
https://salesix.ai/blogs/Retail Chains/job-scheduling-for-retail-chains	1

https://salesix.ai/blogs/Usecase/real-estate-inquiry-follow-ups-ai-voice-agent	1
https://salesix.ai/blogs/Usecase/automate-real-estate-client-follow-ups-ai-voice-calls	1
https://app.salesix.ai/auth/sign-up	1
https://salesix.ai/usecases/customer-support-inbound-call-handling	1
https://salesix.ai/help-support/get-started/signup-process	1
https://salesix.ai/blogs/Usecase/smart-listing-promotions-real-estate-ai-voice-agents	1
Total	46

Top Pages by Impressions (with more than 20 Impressions)

Top pages	Impressions
https://salesix.ai/why-salesix-ai/salesix-vs-squadstack-ai	941
https://salesix.ai/blogs/Educational/ai-voice-agent-compliance-guide	663
https://salesix.ai/	406
https://salesix.ai/blogs/Sales-Automation/automated-call-answering	374
https://salesix.ai/blogs/Sales-Automation/ai-voice-agent	270
https://salesix.ai/blogs/Technology/banking-account-alerts-ai-voice-calls	164
https://salesix.ai/blogs/Sales-Automation/ai-phone-assistant	152
https://salesix.ai/features	149
https://salesix.ai/industry	136
https://salesix.ai/blogs/Sales-Automation/ai-call-assistant	121
https://salesix.ai/why-salesix-ai	104
https://app.salesix.ai/	100
https://salesix.ai/blogs/Usecase/ai-voice-agents-appointment-reminders-patient-visits	87
https://salesix.ai/industry/b2b-sales	78
https://salesix.ai/blogs/Sales-Automation/ai-sales-agent	73
https://salesix.ai/blogs/Usecase/ai-voice-agents-for-insurance-lead-qualification	66
https://salesix.ai/playbooks	61
https://salesix.ai/usecases	57
https://salesix.ai/blogs	57
https://salesix.ai/blogs/Wellness/appointment-reminders-for-wellness	55

https://salesix.ai/why-salesix-ai/salesix-vs-bolna-ai	54
https://salesix.ai/usecases/wellness-appointment-reminders	45
https://salesix.ai/blogs/Sales-Automation/ai-call-handling-system	44
https://salesix.ai/blogs/Usecase/AI-Voice-Agents-for-Real-Estate-Lead-Qualification	41
https://salesix.ai/playbooks/wellness-appointment-reminders	38
https://salesix.ai/terms-conditions	36
https://salesix.ai/privacy-policy	32
https://salesix.ai/blogs/Sales-Automation/ai-customer-call-automation	32
https://salesix.ai/why-salesix-ai/salesix-vs-arrowhead-ai	30
https://salesix.ai/blogs/Human Resources/employee-onboarding-for-human-resources	25
https://salesix.ai/blogs/Sales-Automation/ai-phone-agent	24
https://salesix.ai/industry/banking	23
https://salesix.ai/usecases/automotive-lead-qualification	22
https://salesix.ai/blogs/Moving Services/crew-coordination-for-moving-services	22
https://salesix.ai/blogs/Conversational AI/what-is-voice-ai-how-it-works	22
https://salesix.ai/blogs/B2B Sales/lead-qualification-for-b2b-sales	21
https://salesix.ai/blogs/Sales-Automation/ai-phone-answering-system	21
https://salesix.ai/industry/call-centers	20
https://salesix.ai/playbooks/corporate-training-attendance-confirmation	20
https://salesix.ai/playbooks/policy-renewals	20
Total	4706

Key Insights:

- Organic traffic contribution dropped to ~10%, indicating weaker short-term performance
- The majority of traffic is still branded → low SEO-driven discovery
- CTR decreased to 0.9%, highlighting poor click-through performance
- Most keywords rank beyond page 1 → need ranking improvements

- Blog content is visible, but not generating significant traffic