

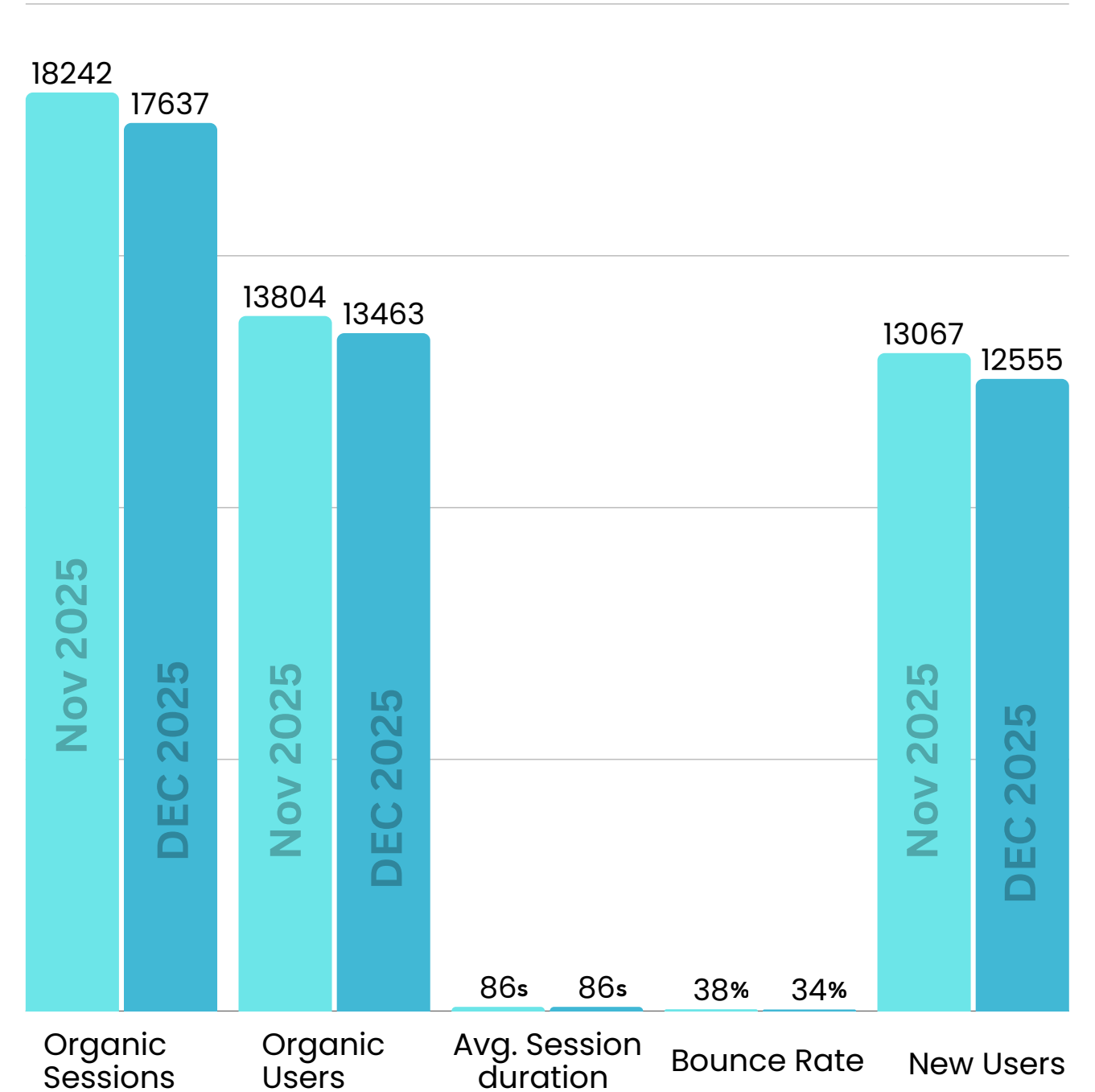
LLRI SEO Monthly Report – DEC 2025

Executive Summary

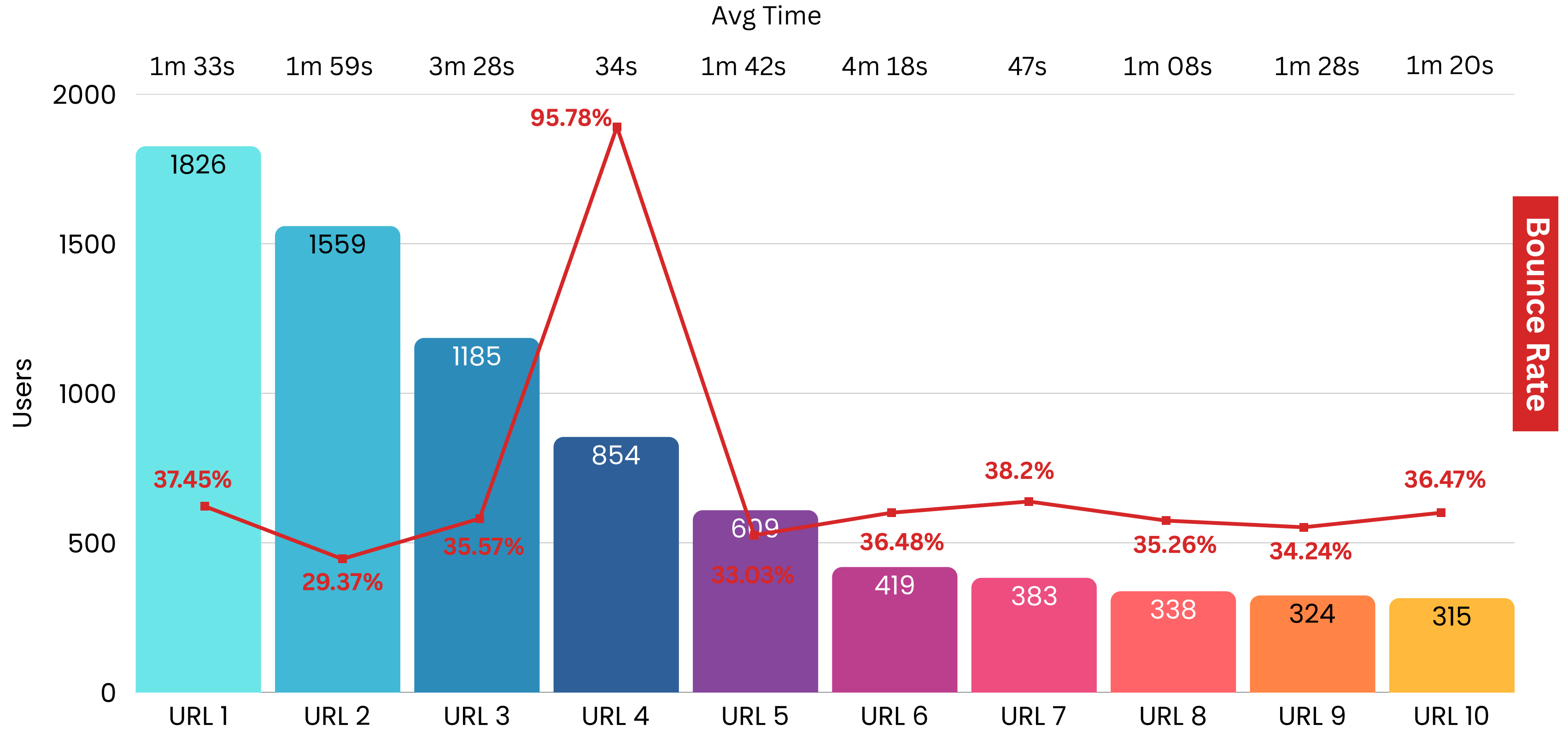
- ❖ Organic traffic slight decline – sessions dropped from 18,242 in November to 17,637 in December.
- ❖ Organic users also reduced slightly (13,804 → 13,463, -2.5%), and new users dropped by 3.9%, showing a small decrease in reach.
- ❖ Average session duration remained the same at 1m 26s, which means users are still spending time on the content.
- ❖ Bounce rate improved significantly from 38.6% to 34.44% (-4.16%), indicating better user engagement.
- ❖ The top-performing blog was “<https://llri.in/interview-questions-for-pharma-industry-answers/>” with 1559 users, 1m 59ss average time, and 29.37% bounce rate.
- ❖ Main keywords bringing traffic - “Llri,” “Medical coding interview questions,” and “bioassay in pharmacology.”
- ❖ Leads from organic traffic: 60 generated, 2 enrollments, and a few in follow-up stages.
- ❖ Backlinks: 30 backlinks were indexed in December, with 7 referring domains – total backlinks now 893.
- ❖ Technical SEO: Page speed is still slow, and Core Web Vitals need improvement for better performance.

Organic Traffic Overview

Metrics	Nov 2025	DEC 2025	Changes
Organic Sessions	18,242	17,637	-605 (-3.3%)
Organic Users	13,804	13,463	-341 (2.5%)
Avg. Session duration	1m 26s	1m 26s	0%
Bounce Rate	38.6%	34.44%	-4.16% (improved)
New Users	13,067	12,555	-512 (-3.9%)



Top Performing blogs (Organic Traffic)

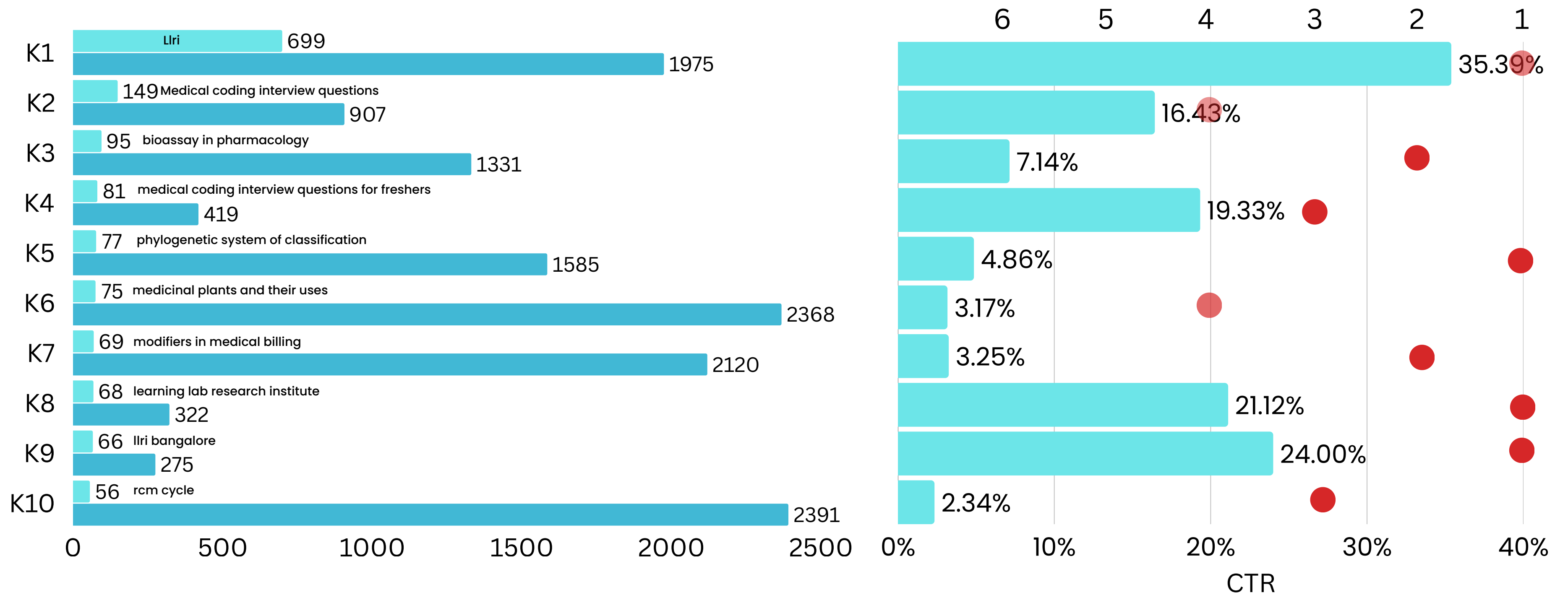


Page URL	Users	Bounce Rate	Avg Time
https://llri.in/	1826	37.45%	1m 33s
https://llri.in/interview-questions-for-pharma-industry-answers/	1559	29.37%	1m 59s
https://llri.in/medical-coding-interview-questions-for-freshers/	1185	35.57%	3m 28s
Not set	854	95.78%	34s
https://llri.in/5-medicinal-plants-and-their-uses-ancient-indian-plants/	609	33.03%	1m 42s
https://llri.in/medical-coding-anatomy-interview-questions-for-freshers/	419	36.48%	4m 18s
https://llri.in//ors-banned-in-india-fssai-action	383	38.2%	47s
https://llri.in/medical-coding-resume-for-fresher/	338	35.26%	1m 08s
https://llri.in/what-is-modifier-in-medical-billing/	324	34.24%	1m 28s
https://llri.in/rcm-cycle-in-medical-billing-explained/	315	36.47%	1m 20s

Top Queries (Search Keywords)

● Click ● Impression

● Avg Position

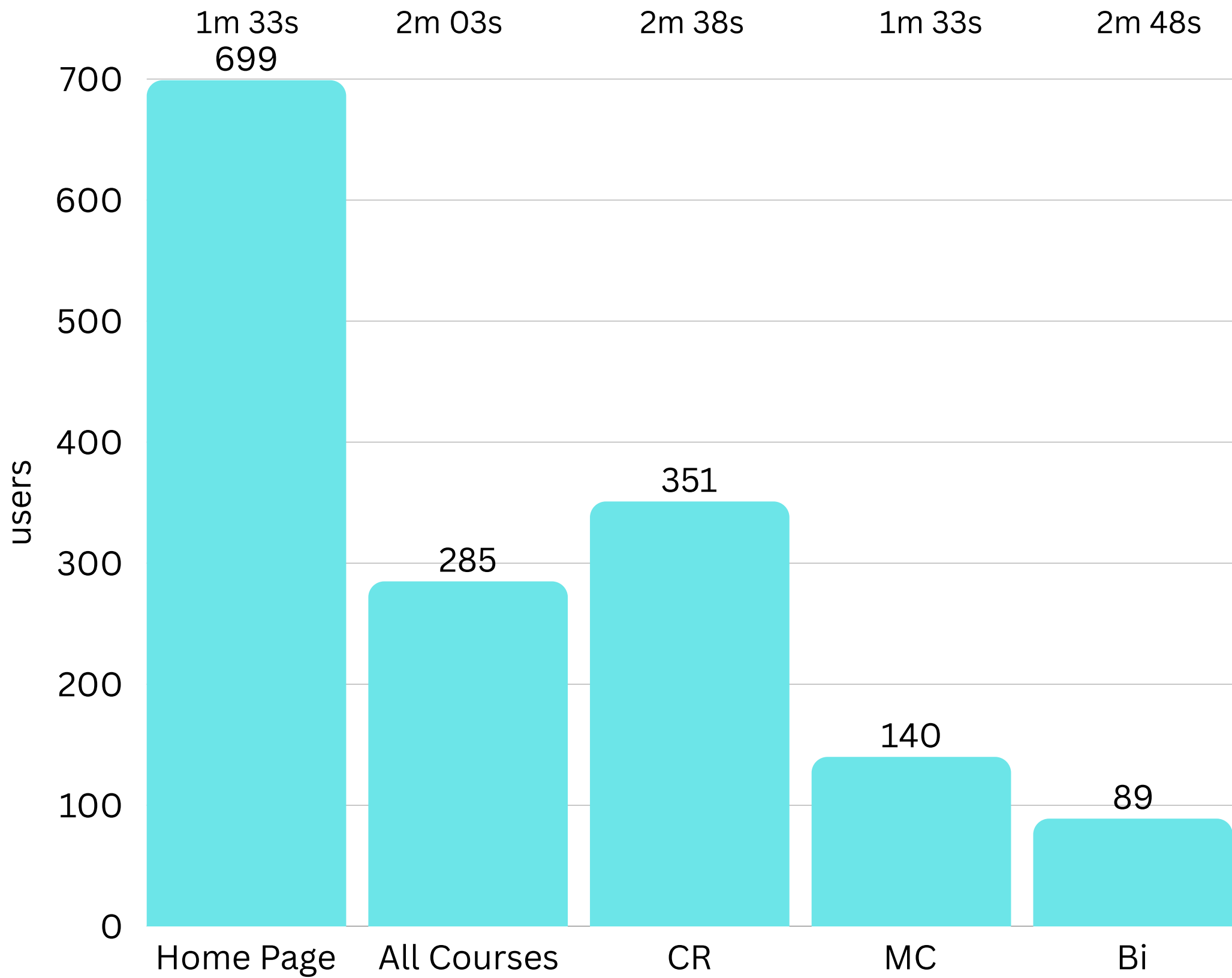


Keyword/Query	Clicks	Impressions	CTR(%)	Avg Position
llri	699	1975	35.39%	1.1
Medical coding interview questions	149	907	16.43%	3.6
bioassay in pharmacology	95	1331	7.14%	2
medical coding interview questions for freshers	81	419	19.33%	3.3
phylogenetic system of classification	77	1585	4.86%	1.1
medicinal plants and their uses	75	2368	3.17%	4.1
modifiers in medical billing	69	2120	3.25%	1.5
learning lab research institute	68	322	21.12%	1.1
llri bangalore	66	275	24%	1
rcm cycle	56	2391	2.34%	2.5

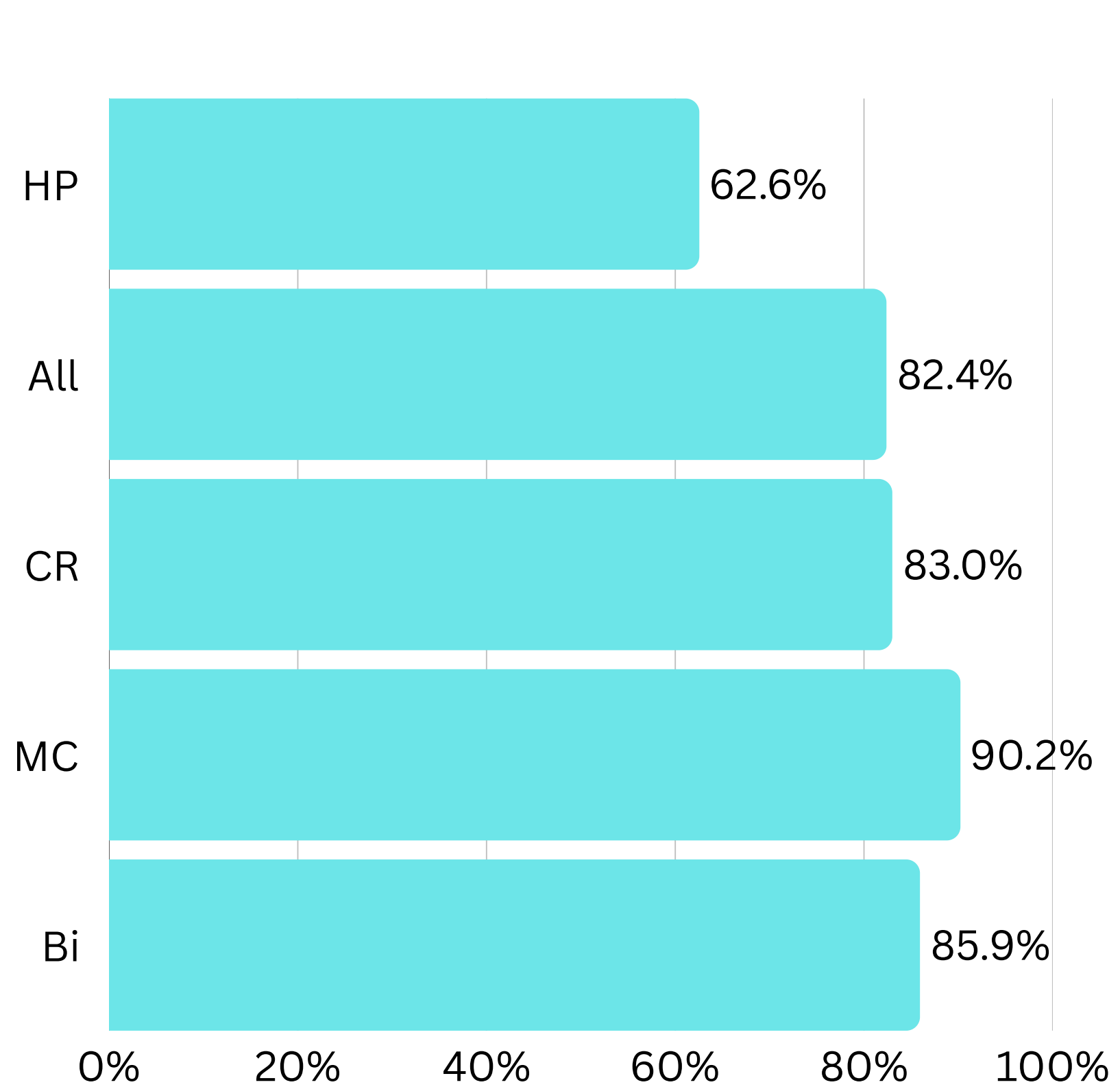
Bounce Rate & Engagement (Key Pages)

Page URL	User	Avg Time on Page	Engagement Rate
https://llri.in/	699	1m 33s	62.55%
https://llri.in/clinical-research/	351	2m 38s	83%
https://llri.in/medical-coding/	140	1m 33s	90.22%
https://llri.in/bioinformatics	89	2m 48s	85.93%
https://llri.in/all-courses/	285	2m 03s	82.38%

Avg Time on Page

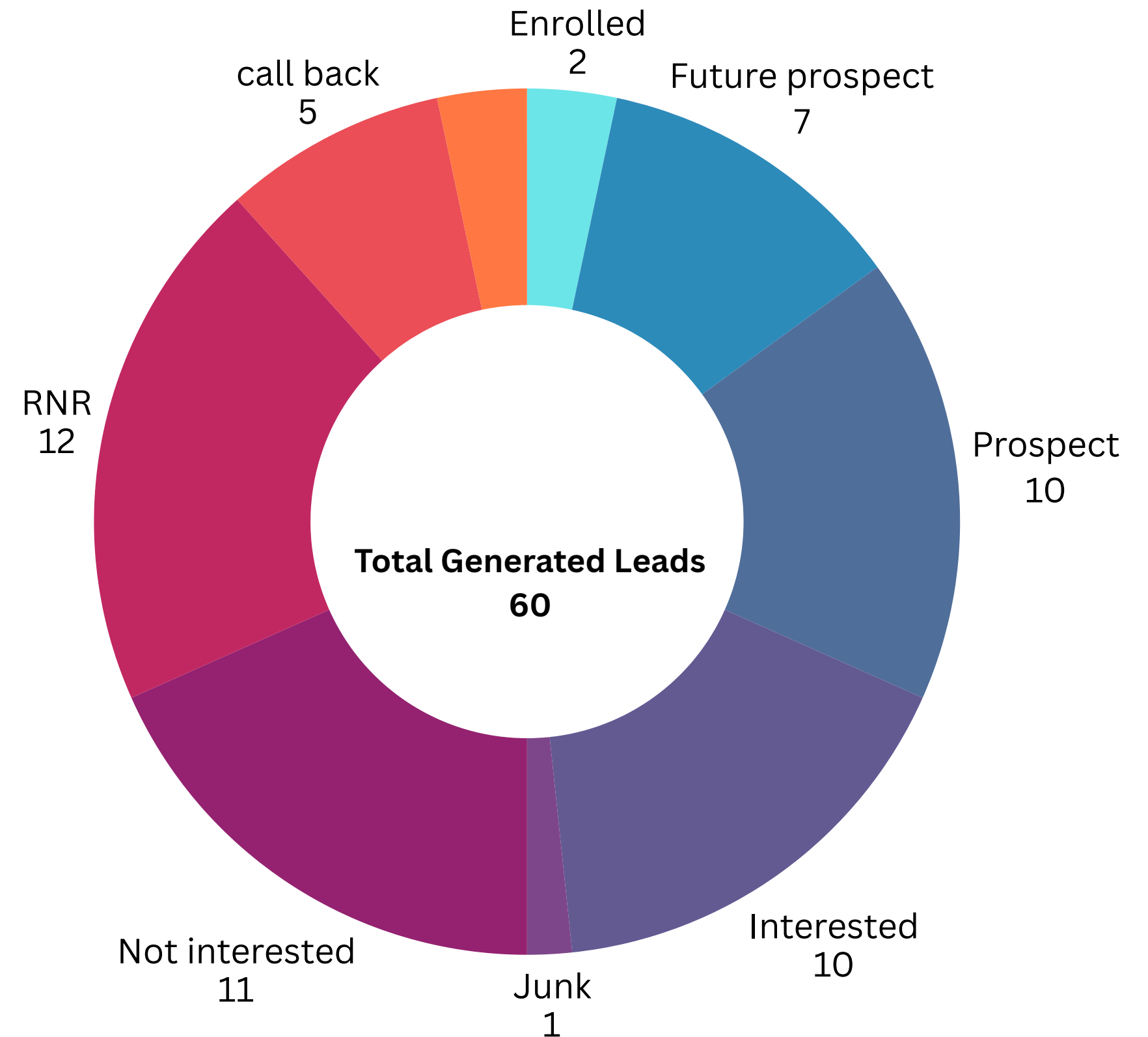


Engagement Rate



Leads (From Organic Traffic)

Enrolled	2
Future prospect	7
Prospect	10
Interested	10
Junk	1
Not interested	11
RNR	12
Call Back	5
Switch off	2
Total Generated Leads	60



Backlink Profile

Total Backlinks created on DEC	14
Backlinks indexed on DEC	30
Referring Domains	7
Total Backlinks	893

Technical SEO Overview

Area	Status/Notes
Page Speed (Desktop/Mobile)	Bad
Core Web Vitals	Need improvement

Page Speed (Mobile)



Page Speed (Desktop)

