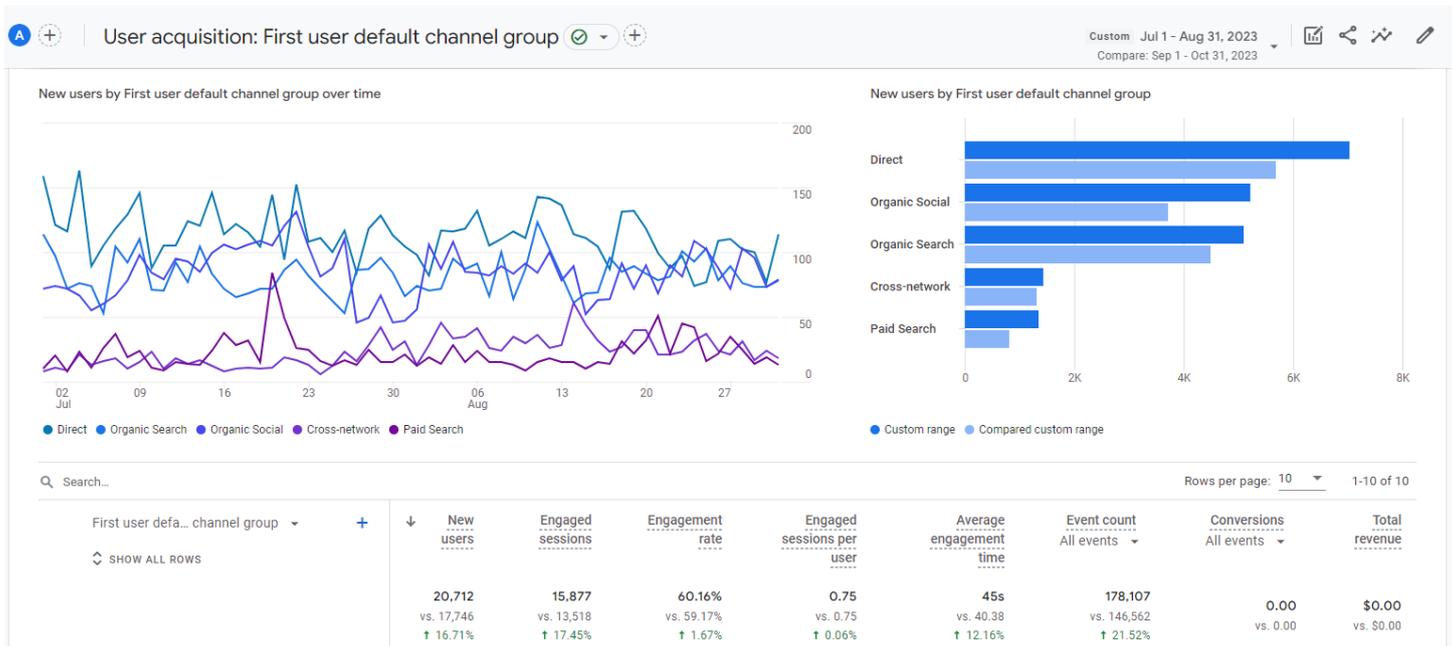


- Following image shows the progress in **User Acquisition Report** comparing before and after two months of Project Implementation.



- The image below illustrates the number of keywords for which the website held a **top 10 ranking prior** to the initiation of the Project.

29 keywords 12 Sep 2023 Don't compare Filters

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL
+ iniburger	4	1.2K	0	0.66	439	0	1	https://www.iniburger.com/ 6 more
+ iniburger pleasanton	4	200	0	0.80	80	0	1	https://www.iniburger.com/iniburger-pleasanton 6 more
+ iniburger fremont	3	200	0	0.70	68	0	1	https://www.iniburger.com/iniburger-fremont 5 more
+ in burger	6	150	68	0.00	37	0	4	https://www.iniburger.com/menu 5 more
+ inburger	2	100	10	0.14	22	0	1	https://www.iniburger.com/ 2 more
+ iniwings	3	60	0	2.66	14	0	3	https://www.iniburger.com/iniwings 2 more
+ burgers fremont	2	300	3	2.37	13	0	9	https://www.iniburger.com/iniburger-fremont
+ fries and drink	6	150	0	N/A	12	0	6	https://www.iniburger.com/fries-and-drinks
+ im burger near me	3	200	46	1.25	12	0	7	https://www.iniburger.com/iniburger-pleasanton
+ i burger	1	300	15	0.87	11	0	8	https://www.iniburger.com/

- The image below illustrates the number of keywords for which the website secured a

position within the **top 10** after the implementation of the project.

Keyword	SF	Volume	KD	CPC	Traffic	Paid	Position	URL
+ iniburger	3	1.2K	0	0.66	445	0	1	https://www.iniburger.com/ 5 more
+ iniburger pleasanton	1	200	0	0.80	145	0	1	https://www.iniburger.com/iniburger-pleasanton 4 more
+ iniburger fremont	1	200	0	0.70	99	0	1	https://www.iniburger.com/iniburger-fremont 3 more
+ burgers fremont	2	300	4	2.37	26	0	6	https://www.iniburger.com/iniburger-fremont
+ im burger near me	3	200	12	1.25	23	0	4	https://www.iniburger.com/iniburger-fremont
+ inburger	3	100	0	0.14	22	0	1	https://www.iniburger.com/ 2 more
+ in burger	5	150	78	0.00	21	0	4	https://www.iniburger.com/
+ in burgers	6	80	54	0.90	15	0	4	https://www.iniburger.com/menu 1 more
+ iniwings	3	60	0	2.66	15	0	3	https://www.iniburger.com/iniwings 2 more
+ burgers pleasanton	2	100	0	2.68	13	0	4	https://www.iniburger.com/iniburger-pleasanton 1 more

- The image compares **Organic Traffic** before and after project implementation.

