

# Monthly KPI Report

D'IYANU · diyanu.com · Global · 1 to 30 April 2026

ORGANIC SESSIONS

**10,475**

-2.2% MoM

GSC IMPRESSIONS

**850,445**

+11.2% MoM

DOMAIN RATING

**49**

+0 MoM

AVG POSITION

**7.7**

-1.3 MoM (lower is better)

April was a reach month, with impressions up 11 percent. GSC recorded 850,445 impressions while average ranking improved 1.3 positions to 7.7. Sessions fell a modest 2 percent to 10,475, suggesting the impression growth skews toward queries with lower click intent. All 8 tracked keywords held top-10 positions, and 3 new terms entered the tracked set with 0 declines. Domain rating held flat at 49. May will test whether the position gains at rank 7.7 convert to click volume or stay decorative.

# Growth signals

APRIL 2026 VS MARCH 2026

## WHAT WE MEASURE

Six readings of where momentum is building and where the picture has nuance. Read the green and red signals together, not separately.

ORGANIC SESSIONS

**10,475**

-2.2% MoM

GSC IMPRESSIONS

**850,445**

+11.2% MoM

GSC CLICKS

**8,714**

-2.6% MoM

TRACKED KEYWORD  
MOVEMENT

**3 gained / 0 lost**

8 in top 100

REFERRING DOMAINS

**739**

-772 MoM

SESSIONS YEAR ON  
YEAR

**-29.2%**

230,361 sessions this  
month

## TAKEAWAY

Impressions climbed 11.2% MoM to 850,445, signaling that Google is surfacing D'IYANU to more searchers. But clicks slipped 2.6% and organic sessions fell 2.2%, so the broader reach is not yet converting. Three tracked keywords gained top-100 positions while zero were lost, a clean if narrow positive. Counter-signals cut deeper: referring domains shed 772 in a single month and the year-on-year sessions gap sits at 29.2%. May will reveal whether the 11.2% impression gain can lift click volume past April's 8,714.

# 01 Global organic

GA4 · 1 TO 30 APRIL 2026

## WHAT WE MEASURE

Organic search sessions in GA4 across all countries plus the channel breakdown (organic vs LLM vs paid vs direct). Side-by-side comparison to the previous month and the same month a year ago.

### ORGANIC SESSIONS

**10,475**

-2.2% MoM

### TOTAL SESSIONS

**230,361**

-3.6% MoM

### ENGAGED SESSIONS

**134,416**

+2.0% MoM

### ENGAGEMENT RATE

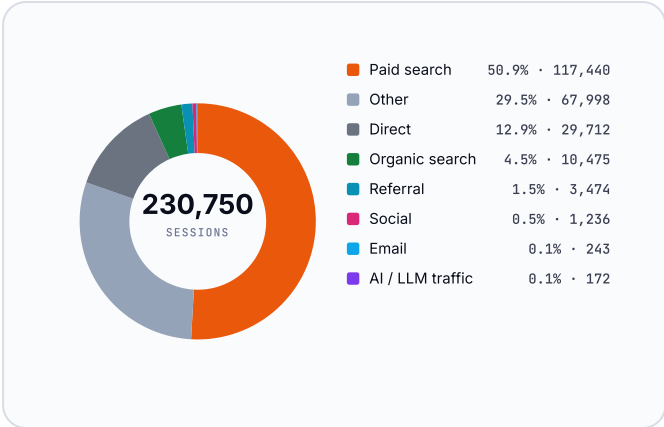
**57.8%**

## ORGANIC SESSIONS YEAR OVER YEAR



Prior-year bars fill in as more months accumulate beyond the 16-month data window.

## CHANNEL BREAKDOWN



ORGANIC SEARCH

**10,475**

-2.2%

AI / LLM TRAFFIC

**172**

-17.3%

PAID SEARCH

**117,440**

-7.8%

DIRECT

**29,712**

-1.2%

REFERRAL

**3,474**

+9.6%

SOCIAL

**1,236**

+20.7%

EMAIL

**243**

-18.7%

OTHER

**67,998**

+4.4%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	140	177	-37

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
Gemini	22	25	-3
Claude	6	4	+2
Mistral	2	0	+2
Perplexity	2	2	+0

#### COMMENTARY

Organic search delivered 10,475 sessions in April, down 2.2 percent from March and 37.6 percent below April 2025's 16,777. The channel holds just 4.5 percent of total traffic, while paid search dominates at 50.9 percent. Engagement rate rose to 57.8 percent from 55.1 percent in March, moving in the opposite direction from session volume. AI referrals contributed 172 sessions across five platforms, with ChatGPT leading at 140 but sliding 21 percent on the prior month. At 10,475, organic has slipped below December's 10,577 low, making May the first real test of whether this trough holds.

## 02 Search visibility

GSC · 1 TO 30 APRIL 2026

### WHAT WE MEASURE

Clicks, impressions, CTR, and average position from Google Search Console. Branded vs non-branded split using the client brand regex. Top 10 queries by clicks and top countries by reach.

CLICKS

**8,714**

-2.6% MoM

IMPRESSIONS

**850,445**

+11.2% MoM

CTR

**1.02%**

AVG POSITION

**7.7**

### CLICKS AND IMPRESSIONS OVER TIME



Chart accumulates additional months as new reports are generated.

### BRANDED VS NON-BRANDED

	CLICKS	IMPRESSIONS	CTR	AVG POSITION	QUERIES
<b>Branded</b>	1,127	10,523	10.71%	8.8	43
<b>Non-branded</b>	3,362	465,683	0.72%	21.2	27013

Branded share of clicks: 25.1%

### TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
diyano	741	6301	11.76%	1.2
d'iyano	137	863	15.87%	1.5
diyano clothing	81	755	10.73%	1.4
african clothing	79	4070	1.94%	3.4
african dresses	72	4979	1.45%	6.0
nigerian dresses	70	1358	5.15%	5.7
african dresses for women	48	2601	1.85%	5.4
african clothes	46	2487	1.85%	4.1
african dress	45	3236	1.39%	6.0
dianyu	40	419	9.55%	1.1

#### COMMENTARY

Impressions rose 11% month-over-month to 850,000, but clicks dipped 2.6% to 8,714 as average position slipped from 6.4 to 7.7. Branded queries drive 25% of measured clicks at a 10.7% CTR, reflecting solid name-search demand. Non-branded queries average position 21, anchoring most category traffic on page 2. One exception stands out: "african clothing" ranks at an average position of 3.4 across 4,070 impressions yet converts at only 1.9% CTR, suggesting the snippet is under-performing relative to its placement. Lifting that single query's CTR by even 1 percentage point is the clearest click-volume lever available before May.

## 03 Tracked keywords

DATAFORSEO SERP · 2840/EN

### WHAT WE MEASURE

Ten priority keywords tracked monthly. Position from DataForSEO at depth 100. Volume, CPC, and keyword difficulty from DataForSEO Labs. Movement compared to the prior reading.

IN TOP 100

**8/8**

GAINED

**3**

LOST

**0**

STILL OFF PAGE

**0**

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
African dresses	-	-	2	<b>1</b>	<b>+1</b>	/collections/dresses?srsltid=AfmB0op0AQVZ8LI950pDjFTbuY2XDfiyCA9E0IiDLdJA21keZV_AHVLLW
African clothing	-	-	1	<b>1</b>	no change	?srsltid=AfmB0oqeHAvJoyK9UpDdmCQVaA69mo8963_p7kgcAKILJo2JUEK4hZap
African clothing store	-	-	1	<b>1</b>	no change	?srsltid=AfmB0oqxot0vikyWHZvsAE8IoMVqrFHuI43-dILV0IyGgaZbvsOQBSC8
African print dresses	-	-	>100	<b>3</b>	<b>+98 (new)</b>	/collections/dresses?srsltid=AfmB0ooP6DawJpeh2L0I0LTJT3EyU7GN-GuFNmP383hYieM43rSV1RQ0
African dresses for women	-	-	1	<b>1</b>	no change	/collections/dresses?srsltid=AfmB0oqbAe03Iyi_trofPYu_4iKWfC_6BjtmMhi8uCo-uMca8Fqe0jow
african dresses for sale	110	-	2	<b>1</b>	<b>+1</b>	?srsltid=AfmB0opk6EiekbttINMpjImPcCQL0LV85pzbMX72r6TeZWTMVXVG8o4fN

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
African shirts	–	–	1	<b>1</b>	no change	/collections/tops?srsltid=AfmB0oqQXnmgyy0iMD3mC4MnFJ2MtlpIgKcb9ZW7o_2wVEr-_ZwykHnj
African attire for women	–	–	1	<b>1</b>	no change	/collections/women?srsltid=AfmB0oriW6W1yg9fa4eiljHjvp25ES4bImP0G6LZMuKcML9Q5TEEcib31

Biggest mover: **African print dresses** (>100 → 3, +98)

#### COMMENTARY

Eight of 8 tracked keywords sit in the top 10, with 3 gaining and none declining in April. The biggest mover, "African print dresses," entered the tracked set at position 3 on the dresses collection page. Only 1 keyword carries confirmed search volume: "african dresses for sale" at 110 monthly searches climbed 1 spot to position 1. A total of 2 keywords show ranking-URL mismatches. The homepage ranks for "african dresses for sale" instead of the clearance page, and the tops collection ranks for "African shirts" instead of /collections/men. Correcting both before May would put ranking authority behind the right landing pages and sharpen the commercial signal on the 1 term with measurable volume.

## 04 Top organic landing pages

GA4 · 1 TO 30 APRIL 2026

### WHAT WE MEASURE

The pages where organic visitors first land. Sessions, engaged sessions, engagement rate, and key-event counts (when configured in GA4).

LANDING PATH	SESSIONS	ENGAGED	ENGAGE RATE	KEY EVENTS
/	3868	3081	81.3%	0
/collections/dresses	677	473	77.4%	0
/collections/men	571	380	69.3%	0
/collections/women	459	301	68.0%	0
(not set)	447	9	0.9%	0
/blogs/fashion/what-to-wear-at-wedding-as-guest	241	166	67.8%	0
/collections/modern-african-formal-wear	217	153	68.6%	0
/blogs/fashion/african-dress-styles-guide-to-traditional-and-contemporary-designs	157	90	69.0%	0
/collections/womens-ankara-fabric-collection	152	104	68.4%	0
/collections/his-hers	147	101	63.7%	0

### COMMENTARY

The homepage led demand capture with 3,868 organic sessions and an 81.4 percent engagement rate, the strongest signal in the top 10. Collection pages held steady between 67 and 77 percent engagement, with /collections/dresses (677 sessions) and /collections/men (571 sessions) pulling the most category traffic. Blog posts like the wedding guest guide (241 sessions, 67.8 percent engagement) show informational content is converting browsers into engaged visitors at a respectable clip. The critical gap is measurement: zero key events recorded

across all 492 organic landing pages. Setting up purchase, add\_to\_cart, and begin\_checkout as key events would immediately reveal whether this engaged traffic is actually moving toward conversion.

## 05 Backlink profile

AHREFS SITE EXPLORER · END OF APRIL 2026

### WHAT WE MEASURE

Ahrefs Domain Rating (DR) on a 100-point scale plus live backlinks and referring domains. Each value at the end of the report month, with the trailing 12-month trajectory.

DOMAIN RATING

**49.0**

+0 MoM

LIVE BACKLINKS

**5,431**

REFERRING DOMAINS

**739**

-772 MoM

ORGANIC KEYWORDS

**2,955**

### COMMENTARY

DR held at 49 for a second straight month, but the 12-month chart has erased 10 points from a peak of 59 in mid-2025. Referring domains shed 772 in April alone, leaving 739 live today. That count stood at 3,947 in September 2025, so the refdomain base has contracted 81% in 8 months. Organic traffic at 40,634 held steadier than the link erosion might predict, which suggests the surviving 739 domains carry above-average authority. If the refdomain count drops below 500 at this pace, May is the moment to audit which domains lapsed and to target 5 fresh placements to slow the decline.

## 06 Competitive landscape

AHREFS · END OF APRIL 2026

### WHAT WE MEASURE

Client against tracked competitors on the same four metrics: Ahrefs organic traffic estimate, organic keyword count, live backlinks, and referring domains. Snapshots at end of month.

#### diyano.com

← CLIENT

Traffic	40,634
Keywords	2,955
Backlinks	5,431
Refdomains	739

#### kejeodesigns.com

Traffic	3,394
Keywords	844
Backlinks	517
Refdomains	214

#### splendorofafrica.com

Traffic	3,848
Keywords	662
Backlinks	355
Refdomains	133

#### dupsies.com

Traffic	7,426
Keywords	1,446
Backlinks	826
Refdomains	305

### COMMENTARY

D'IYANU holds a commanding lead over its three tracked competitors, with 40,634 organic visits against dupsies.com's 7,426 and a DR of 49 against a field ceiling of 12. That lead shrank in April across 2 of the 3 metrics tracked.

D'IYANU's traffic fell 12.8% while dupsies.com and splendorofafrica.com each gained roughly 2%. D'IYANU shed 772 referring domains, the largest absolute loss in the competitive set, while dupsies.com lost only 254. If that divergence persists for another 2 to 3 months, dupsies.com could close roughly half the current traffic gap without D'IYANU needing to make a single mistake.

## Closing takeaway

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APRIL 2026

April delivered 3 keyword gains and 0 losses across 8 tracked terms, but two larger signals pulled in opposite directions. GSC impressions rose 11.2% month over month to 850,445, and average position improved by 1.3 spots to 7.75.

Referring domains dropped by 772 to 739, a contraction large enough to slow authority gains if it continues into May. The year-on-year organic session gap sits at 37.6% below prior-year levels and has not narrowed. Closing the 25% of pages missing canonical tags is the clearest technical lever available before that backlink erosion compounds the existing deficit.