

Monthly KPI Report

D'IYANU · diyanu.com · Global · 1 to 31 May 2026

ORGANIC SESSIONS

11,227

+7.2% MoM

GSC IMPRESSIONS

821,384

-3.4% MoM

DOMAIN RATING

49

AVG POSITION

8.1

Growth signals

MAY 2026 VS APRIL 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

11,227

+7.2% MoM

GSC IMPRESSIONS

821,384

-3.4% MoM

GSC CLICKS

9,861

+13.2% MoM

TRACKED KEYWORD MOVEMENT

**0 gained / 0
lost**

8 in top 100

REFERRING DOMAINS

873

+136 MoM

SESSIONS YEAR ON YEAR

-37.4%

248,748 sessions this month

TAKEAWAY

GSC clicks rose 13.2% month over month to 9,861, and organic sessions climbed 7.2% to 11,227. Referring domains added 136 in May to reach 873, suggesting off-page authority is still accreting. Set against that, the year-on-year session gap stands at minus 37.4%, which makes monthly gains look like partial recovery rather than net growth. GSC impressions also dipped 3.4%, and only 8 tracked keywords hold top-100 positions with zero net movement. June needs to expand that keyword footprint beyond those 8 positions before the recovery curve can be confirmed.

01 Global organic

· 1 TO 31 MAY 2026

WHAT WE MEASURE

Organic search sessions in 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

11,227

+7.2% MoM

TOTAL SESSIONS

248,748

+8.0% MoM

ENGAGED SESSIONS

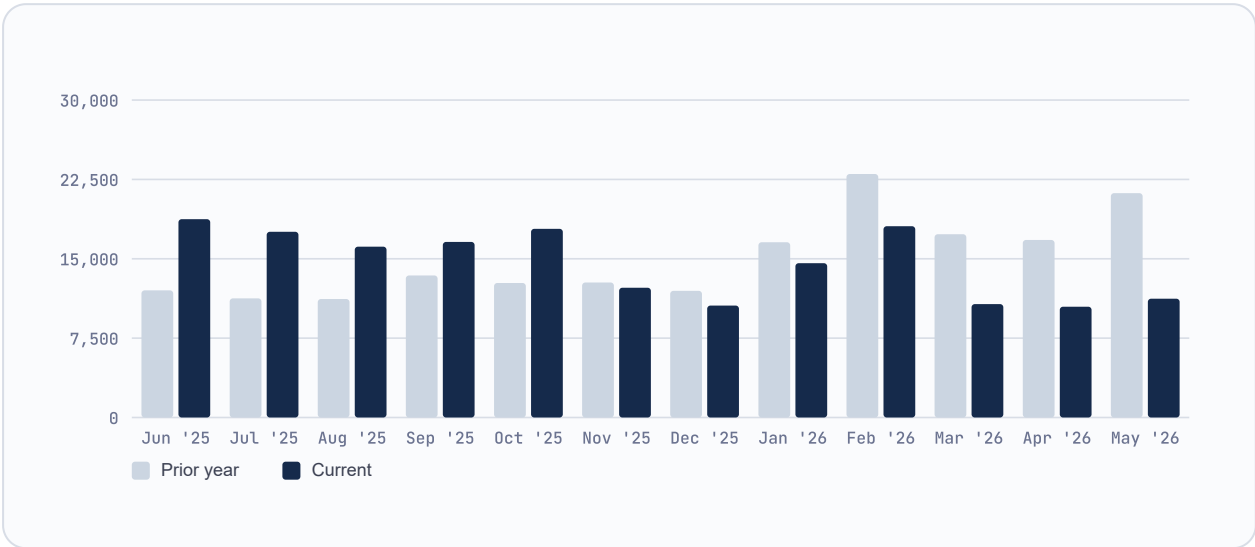
145,399

+8.2% MoM

ENGAGEMENT RATE

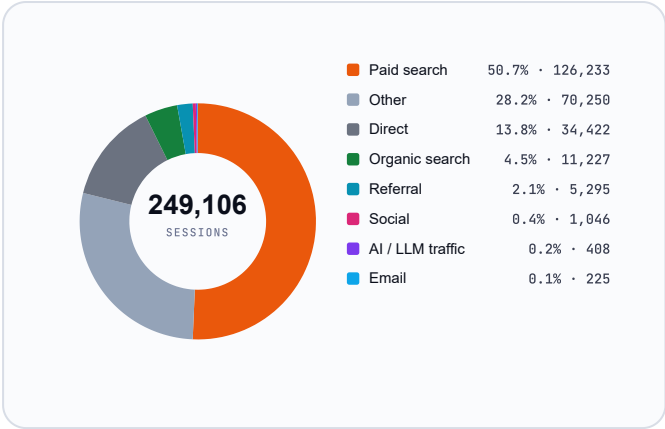
58.1%

ORGANIC SESSIONS YEAR OVER YEAR



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

CHANNEL BREAKDOWN



ORGANIC SEARCH

11,227

+7.2%

AI / LLM TRAFFIC

408

+137.2%

PAID SEARCH

126,233

+7.5%

DIRECT

34,422

+15.9%

REFERRAL

5,295

+52.4%

SOCIAL

1,046

-15.4%

EMAIL

225

-7.4%

OTHER

70,250

+3.3%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	387	140	+247

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
Perplexity	10	2	+8
Gemini	8	22	-14
Claude	3	6	-3
Mistral	0	2	-2

COMMENTARY

Organic search delivered 11,227 sessions in May, up 7.2 percent on April and ending a two-month decline. Engagement rate ticked up to 58.1 percent from 57.8, a modest improvement. Year on year the channel is still down 47 percent from the 21,208 sessions recorded in May 2025. Conversions recovered more sharply than sessions: 187 organic orders, up 30 percent on April's 144, generated \$22,374 in revenue. LLM referrals more than doubled to 408 sessions, with ChatGPT driving 387 of them. Organic holds just 4.5 percent of total sessions against paid search's 50.7 percent. June's 2025 benchmark of 18,745 organic sessions marks the near-term YoY target.

Revenue & conversions

GA4 · ORGANIC

WHAT WE MEASURE

Organic-attributed purchases and revenue (GA4 on medium = organic), with conversion rate and average order value. Movement vs the prior month.

ORGANIC REVENUE

22,374

+18.1% MoM

PURCHASES

187

+29.9% MoM

CONVERSION RATE

1.7%

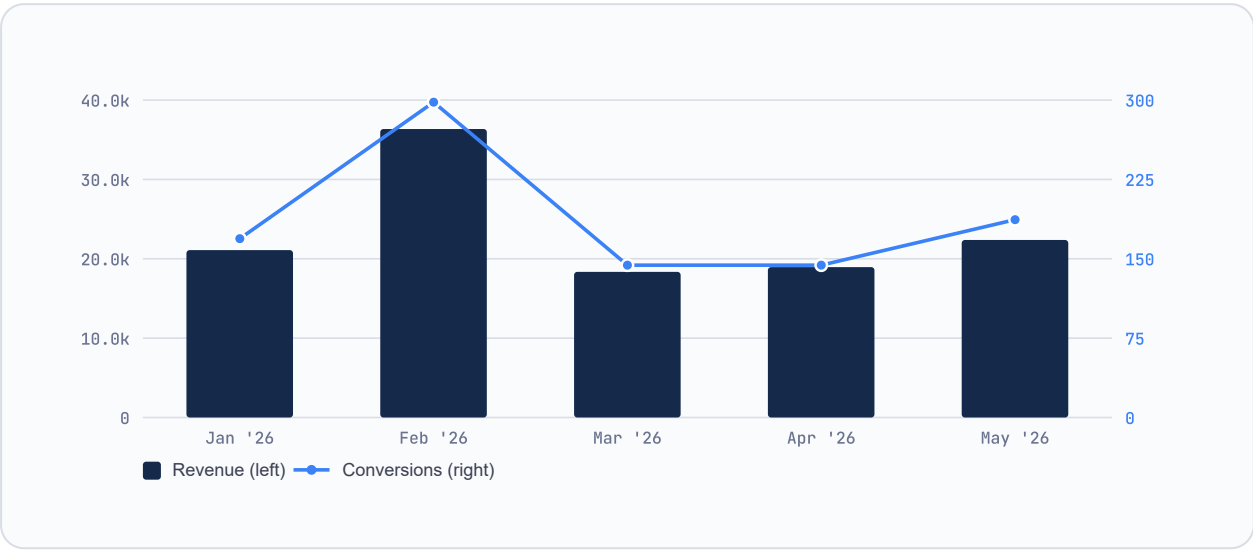
+21.2% MoM

AVG ORDER VALUE

119.6

-9.1% MoM

ORGANIC REVENUE & PURCHASES BY MONTH



TOP ORGANIC PAGES BY REVENUE

LANDING PAGE	REVENUE	PURCHASES
/	13,636	114
/collections/special-offer	639.7	6
/collections/women	592.4	3
/collections/new-arrivals	364	1

LANDING PAGE	REVENUE	PURCHASES
/collections/dresses	362.2	3

► Methodology & assumptions

COMMENTARY

Organic search delivered 187 purchases in May, up 30 percent from 144 in both March and April, breaking a two-month plateau. Revenue reached \$22,374, an 18 percent gain, but average order value fell 9 percent to \$120, so the improvement came from more orders rather than larger baskets. The conversion rate rose 21 percent to 1.67 percent, though the homepage drove 114 of the 187 purchases on its own. Collection pages for dresses and women together drew over 1,150 sessions but yielded only 6 combined conversions. Watch whether improving those collection pages can spread conversion volume more evenly in June, reducing the site's dependence on the homepage as the primary transaction driver.

02 Search visibility

GSC · 1 TO 31 MAY 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

9,861

+13.2% MoM

IMPRESSIONS

821,384

-3.4% MoM

CTR

1.20%

AVG POSITION

8.1

CLICKS AND IMPRESSIONS OVER TIME

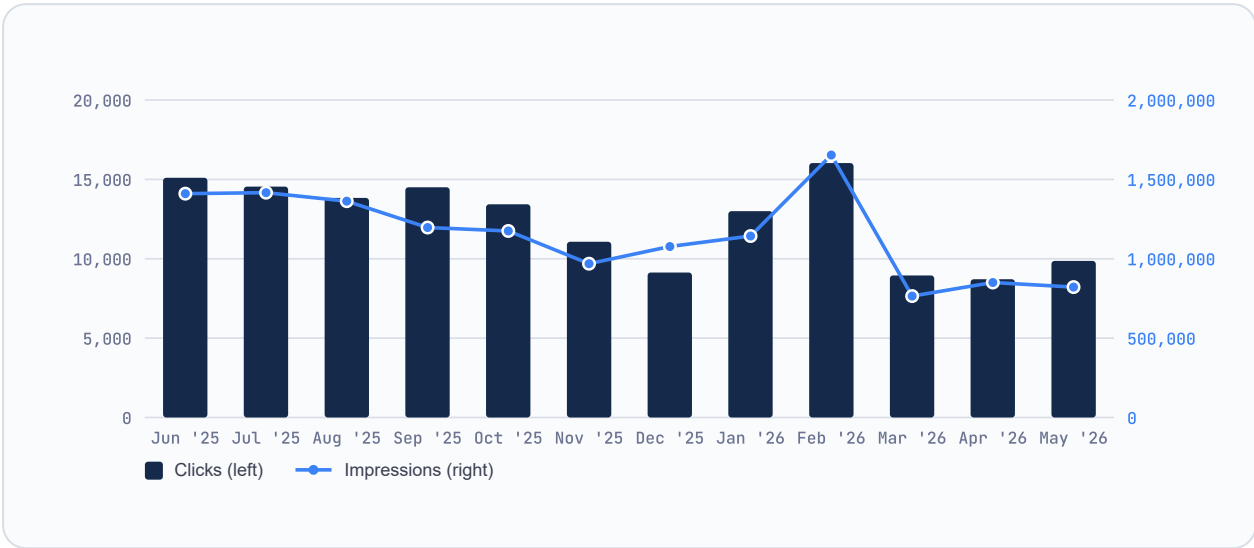


Chart accumulates additional months as new reports are generated.

BRANDED VS NON-BRANDED

	CLICKS	IMPRESSIONS	CTR	AVG POSITION	QUERIES
Branded	1,262	10,449	12.08%	3.3	45
Non-branded	3,800	449,214	0.85%	17.7	25119

Branded share of clicks: 24.9%

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
diyanu	792	6249	12.67%	1.2
d'yanu	170	1021	16.65%	1.1
african clothing	93	4555	2.04%	3.2
nigerian dresses	83	1478	5.62%	5.6
african dresses	78	5039	1.55%	6.5
diyanu clothing	71	637	11.15%	1.7
african dresses for women	51	2538	2.01%	5.2
diyanu coupon code	45	186	24.19%	1.2
african clothes	41	3591	1.14%	4.0
d'yanu	41	147	27.89%	1.1

COMMENTARY

Clicks rose 13.2% month over month to 9,861, with CTR climbing from 1.02% to 1.20% even as impressions fell 3.4% to 821,384. Branded queries deliver roughly 25% of measured clicks from just 45 queries at an average position of 3.3. The 25,119 non-branded queries average position 17.7, parking most of D'IYANU's category reach on page 2. "African clothing" stands out: position 3.2 with 4,555 impressions but only 93 clicks, a 2.0% CTR. Closing that click gap on that single query is June's most direct path to incremental traffic without any new ranking work.

03 Tracked keywords

DATAFORSEO SERP · 2840/EN

WHAT WE MEASURE

Top 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

0

LOST

0

STILL OFF PAGE

0

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
African dresses	-	-	1	1	no change	/collections/dresses?srsltid=AfmBOooHiNXVu2vekYFuHdraGqZK7STVGy0DbR-aqlt93ovb7rDL7VEP
African clothing	-	-	1	1	no change	/?srsltid=AfmBOoryqLkjd9Qqu90J0Gl3Hx9gZ_wxc04jynE2xTd10Vi6Kj5jQmEt
African clothing store	-	-	1	1	no change	/?srsltid=AfmBOoq1lgNRqhZpJe3-1HegrJ55Y1LxESihnEQYfviBypNrc1DdXJ_
African print dresses	-	-	2	2	no change	/?srsltid=AfmBOorOGdLcHkMHdIwo-hfiKsjb0yGaOKz9DGdcKzdNWheEZpJKDb87
African dresses for women	-	-	1	1	no change	/?srsltid=AfmBOooOI-hmTgBV3TI tVjfBH9WI4NQ597YCOekc3mX5QMn-MbdP8h-V
african dresses for sale	110	-	1	1	no change	/?srsltid=AfmBOor6naOQgs8Vkh8S4VpoQ0JbF62XMBGPfimqVcxSIzS1azNUvw3q
African shirts	-	-	1	1	no change	/collections/tops?srsltid=AfmBOoo4uLazcc_UVrAYOzGTV8oJipgsw0DnbaN17wUDKjzIYgBlaazU

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
African attire for women	–	–	1	1	no change	/collections/women?srsId=AfmBOorEy7Bu0ge5TWLxO7irf8ZLF9seSB71TZXTzNsr7tFNFzFxsX

COMMENTARY

All 8 tracked keywords held their positions unchanged from April. Every term sits at rank group 1 or 2, with no gains, no drops, and no new entries. Three of the 8 keywords are ranking on pages other than their configured targets. "African print dresses" points to the dresses collection but the homepage ranks at position 2. "African dresses for sale" aims at the clearance page, yet the homepage captures that search instead. "African shirts" targets the men's collection but a tops page ranks at position 1. Only 1 of the 8 keywords carries volume data, "african dresses for sale" at 110 monthly searches. That makes the clearance-page URL mismatch the most commercially meaningful correction for June.

04 Top organic landing pages

· 1 TO 31 MAY 2026

WHAT WE MEASURE

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

LANDING PATH	SESSIONS	ENGAGED	ENGAGE RATE	KEY EVENTS
/	4372	3405	66.6%	0
/collections/dresses	634	457	67.5%	0
/collections/men	557	368	63.7%	0
/collections/women	519	309	78.0%	0
(not set)	490	9	9.1%	0
/collections/modern-african-formal-wear	273	193	57.0%	0
/blogs/fashion/what-to-wear-at-wedding-as-guest	215	124	39.5%	0
/blogs/fashion/african-dress-styles-guide-to-traditional-and-contemporary-designs	190	113	20.0%	0
/collections/womens-ankara-fabric-collection	145	94	64.8%	0
/collections/his-hers	141	98	73.6%	0

COMMENTARY

The /collections/women page delivered 77.9 percent engagement from 519 sessions, the strongest qualified signal in the top ten. The homepage absorbed 4,372 sessions at 66.6 percent, confirming it as the primary entry point for organic demand. The African dress styles blog post recorded only 20 percent engagement on 190 sessions, suggesting informational readers are not browsing into the catalog. A "(not set)" segment drew 490 sessions at 9.1 percent engagement, pointing to an attribution gap that inflates raw session totals. Key events totaled zero across all top pages, leaving no session with a measurable outcome. Adding

purchase, add_to_cart, and begin_checkout as GA4 key events would close that gap before June's data locks.

05 Backlink profile

AHREFS SITE EXPLORER · END OF MAY 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

6,104

REFERRING DOMAINS

873

+136 MoM

ORGANIC KEYWORDS

3,068

COMMENTARY

DR has held at 49 for three straight months, stabilizing after a decline from 59 in April 2025. Referring domains drove that slide, falling from 3,968 in September 2025 to 732 in April 2026, an 82 percent drop. May shows the first meaningful recovery, with referring domains climbing 136 to 873. That rebound is directionally encouraging, but it leaves the site 78 percent below its twelve-month peak. Organic traffic at 35,420 sits 27 percent below May 2025's 48,362, suggesting the link erosion has had real traffic consequences. If referring domains can sustain growth past 1,000 by June, DR stabilization may convert to a modest upward move.

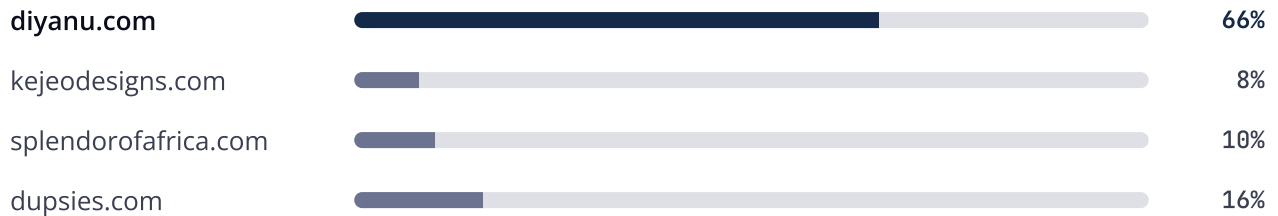
06 Competitive landscape

AHREFS · END OF MAY 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.

SHARE OF ORGANIC TRAFFIC



diyanu.com

← CLIENT

Traffic	35,420
Keywords	3,068
Backlinks	6,104
Refdomains	873

kejeodesigns.com

Traffic	4,257
Keywords	1,037
Backlinks	642
Refdomains	310

splendorofafrica.com

Traffic	5,202
Keywords	1,282
Backlinks	523
Refdomains	229

dupsies.com

Traffic	8,299
Keywords	1,551
Backlinks	1,170
Refdomains	433

COMMENTARY

D'IYANU leads all 3 tracked competitors on every authority metric. Its DR of 49 stands against a maximum of 11, and its 873 referring domains outpace the nearest rival's 433. That structural gap will not close in a single quarter. D'IYANU shed 11.4% of organic traffic in May while all 3 competitors gained, with splendorofafrica.com up 15.6% and dupsies.com up 5.5%. Dupsies.com added 135 referring domains this month, nearly matching D'IYANU's own gain of 136,

suggesting competitors are compounding authority at a comparable pace. If that continues into June, the traffic gap narrows even while the DR lead holds.

Closing takeaway

MAY 2026

May ended the slide with 3 signals pointing the same way: clicks up 13.2% to 9,861, organic sessions up 7.2% to 11,227, and purchases up 30% to 187. Referring domains added 136 to reach 873, the first meaningful recovery since the drop to 732 in April. The channel is still 47.1% below last May on organic sessions, so this is a turn, not a recovery. Revenue reached \$22,374 on a falling average order value of \$120. For June, the priorities are holding the click momentum at 9,861, extending the link recovery past 873 domains, and rebuilding basket size toward the \$132 level it held before the 9% drop.