

Monthly KPI Report

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

ORGANIC SESSIONS

10,934

-2.6% MoM

GSC IMPRESSIONS

739,579

-10.0% MoM

DOMAIN RATING

49

AVG POSITION

7.8

Growth signals

JUNE 2026 VS MAY 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

10,934

-2.6% MoM

GSC IMPRESSIONS

739,579

-10.0% MoM

GSC CLICKS

9,215

-6.6% MoM

TRACKED KEYWORD MOVEMENT

**0 gained / 4
lost**

8 in top 100

REFERRING DOMAINS

979

+85 MoM

SESSIONS YEAR ON YEAR

-24.9%

261,185 sessions this month

TAKEAWAY

The June signal set points to a soft month across the board. Impressions fell 10.0% month on month to 739,579, and organic sessions slid 2.6% to 10,934. Clicks dropped 6.6% to 9,215, while tracked keywords lost 4 positions without gaining any. The single counter-signal is referring domains, which added 85 new links to reach 979. That link equity build may take 60 to 90 days to convert into measurable ranking movement. The year-on-year session deficit sits at 24.9%, so July needs to show click-rate recovery before the longer-term trend can turn.

01 Global organic

· 1 TO 30 JUNE 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

10,934

-2.6% MoM

TOTAL SESSIONS

261,185

+5.0% MoM

ENGAGED SESSIONS

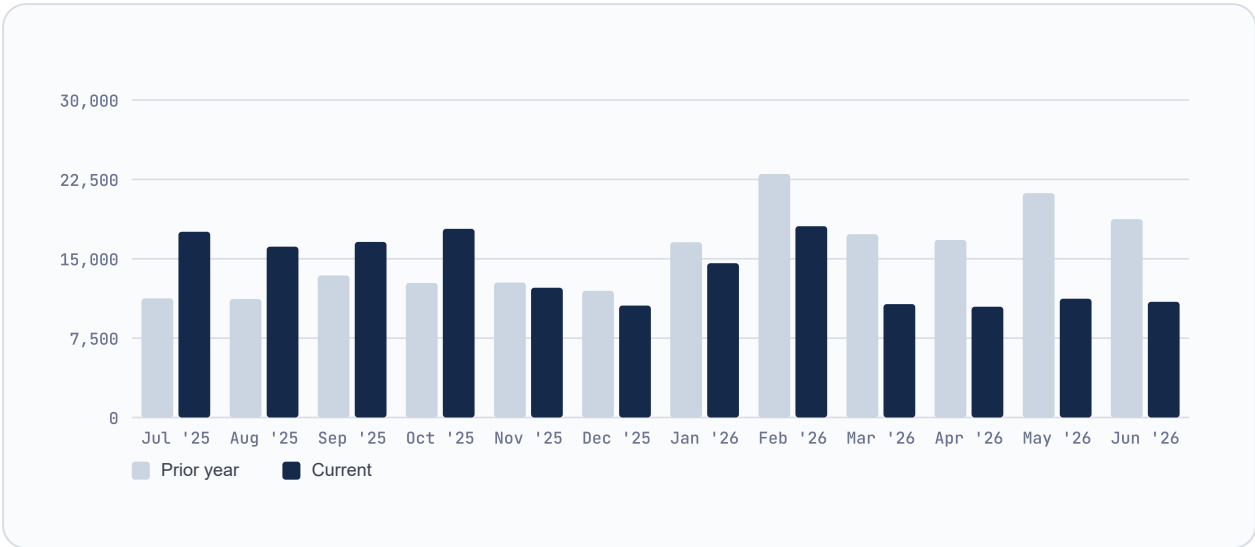
140,133

-3.6% MoM

ENGAGEMENT RATE

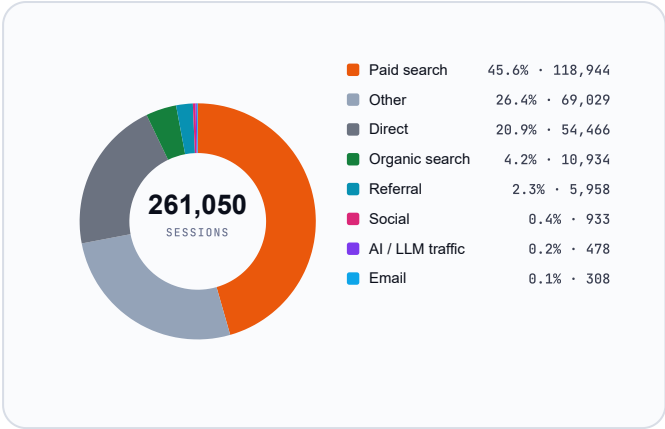
54.3%

ORGANIC SESSIONS YEAR OVER YEAR



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

CHANNEL BREAKDOWN



ORGANIC SEARCH

10,934

-2.6%

AI / LLM TRAFFIC

478

+17.2%

PAID SEARCH

118,944

-5.8%

DIRECT

54,466

+58.2%

REFERRAL

5,958

+12.5%

SOCIAL

933

-10.8%

EMAIL

308

+36.9%

OTHER

69,029

-1.7%

LLM TRAFFIC BY PLATFORM

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
ChatGPT	465	387	+78

PLATFORM	SESSIONS	PRIOR MONTH	CHANGE
Gemini	8	8	+0
Claude	3	3	+0
Perplexity	2	10	-8

COMMENTARY

Organic search delivered 10,934 sessions in June, down 2.6 percent on May and 41.7 percent below the 18,745 recorded a year ago. Engagement slipped to 54.3 percent from 58.1 percent, meaning fewer sessions qualified as engaged. Organic holds just 4.2 percent of total sessions while paid search commands 45.6 percent, a dependency that limits resilience when paid budgets shift. LLM traffic grew 17.2 percent to 478 sessions, with ChatGPT driving 465 of those. The year-on-year gap has held above 38 percent for 4 consecutive months, so July's organic trend will show whether the floor has arrived.

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

21,261

-5.0% MoM

PURCHASES

178

-4.8% MoM

CONVERSION RATE

1.6%

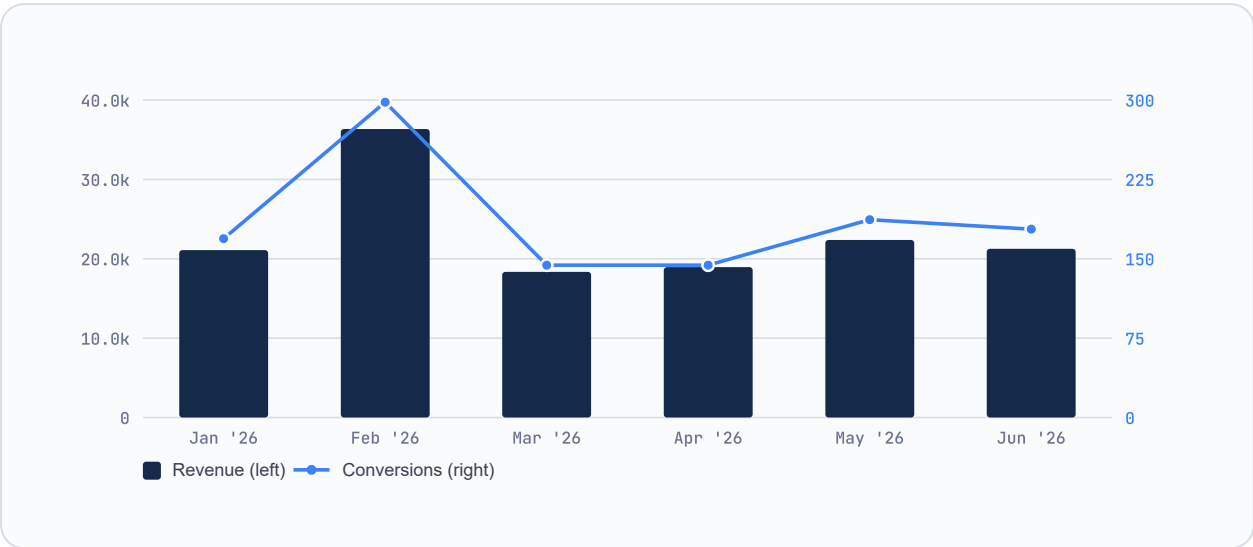
-2.3% MoM

AVG ORDER VALUE

119.4

-0.2% MoM

ORGANIC REVENUE & PURCHASES BY MONTH



TOP ORGANIC PAGES BY REVENUE

LANDING PAGE	REVENUE	PURCHASES
/	11,645	104
/collections/dresses	799.8	5
/collections/summer-collections	628.6	2
/collections/women	547.0	6

LANDING PAGE	REVENUE	PURCHASES
/collections/all	485	1

► Methodology & assumptions

COMMENTARY

Organic search generated \$21,261 in revenue from 178 purchases in June, down 5 percent from May's \$22,374. The conversion rate slipped just 2 percent to 1.63 percent, so the shortfall came from fewer sessions rather than a drop in buying intent. Average order value held almost flat at \$119, confirming basket size is not the problem. The homepage alone accounted for 104 of the 178 purchases and \$11,645 of revenue, a concentration worth watching. If July sessions recover toward May's 11,227, the conversion rate suggests revenue should follow without needing any change to on-site merchandising.

02 Search visibility

GSC · 1 TO 30 JUNE 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

9,215

-6.6% MoM

IMPRESSIONS

739,579

-10.0% MoM

CTR

1.25%

AVG POSITION

7.8

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	1,133	10,684	10.60%	4.0	44

Non-branded	3,484	370,940	0.94%	12.4	20702
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Branded share of clicks: 24.5%

TOP 10 QUERIES BY CLICKS

QUERY	CLICKS	IMPR	CTR	POS
diyanu	745	5971	12.48%	1.1
d'iyanu	115	892	12.89%	1.0
african clothing	78	3898	2.00%	3.2
diyanu clothing	71	719	9.87%	1.4
african dresses	65	4255	1.53%	6.5
nigerian dresses	53	1027	5.16%	5.7
dianyu	48	361	13.30%	1.2
african designers	43	570	7.54%	4.3
african dresses for women	43	2493	1.72%	6.0
african dress	39	3022	1.29%	6.5

COMMENTARY

Clicks slipped 7% month over month to 9,215 and impressions fell 10% to 740,000, yet CTR reached 1.25%, the strongest rate in 12 months. Non-branded queries sit at average position 12.4, firmly on page 2, where click rates rarely clear 1%. The Juneteenth editorial page collected 37,710 impressions in June but converted at just 0.53%, suggesting topical reach is not translating to traffic. Year over year, impressions have contracted 48% from 1.4 million, a decline that position improvements alone have not reversed. If the impression floor does not stabilize in July, the CTR gain will not compensate for the lower volume.

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

4

STILL OFF PAGE

0

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
African dresses	–	–	1	2	-1	/?srsltid=AfmBOoogkQvxlAeV6HIYtMVa_hg0MDamhzBEdMIVZjn1NUbMapNI2xw5
African clothing	–	–	1	1	no change	/?srsltid=AfmBOor1510RWe3a662uceE26_aDO4LFewpLXsrAtRdzdiGejRnFIVD7
African clothing store	–	–	1	1	no change	/?srsltid=AfmBOoqlrOqujdRdlJVOGLA4WBzu2oI-n2fQ4Llv_by1ARU3my6EuZhX
African print dresses	–	–	2	3	-1	/?srsltid=AfmBOoq51IR8khOPYL6vxYeooxf58Vy7ir36AryOMLHH2gkW9Rq8lnA
African dresses for women	–	–	1	2	-1	/?srsltid=AfmBOoqkpZprVQTp5HfjOEFvx-59ELcyFh2jmfmbPh5IfIFKQhdqICD
african dresses for sale	110	–	1	1	no change	/?srsltid=AfmBOoprC-GpwlvlutYi2kwbnLF4D5kLwBTYmSs09qONXsFhmetvaioR
African shirts	–	–	1	6	-5	/collections/men?srsltid=AfmBOoptPH1JZ8ndJcA3sGIith1dh3ahOakOp8FmEmhJFrWBawk146tM

KEYWORD	VOLUME	KD	PREV	NOW	CHANGE	RANKING URL
African attire for women	–	–	1	1	no change	/collections/women?srsId=AfmBOorVBwSizmXZG9SPDk9hqf46dj1j_AlnxbGjwLHAIMIVzMDJtX7W

Biggest mover: **African dresses** (1 → 2, +-1)

Biggest drop: **African shirts** (1 → 6, -5)

COMMENTARY

June produced no gains across all 8 tracked keywords. Four held position and 4 slipped, with African shirts posting the sharpest fall, dropping 5 places from position 1 to position 6 on the men's collection page. The remaining 3 declines were each a single position, keeping the core cluster firmly inside the top 3. A URL mismatch persists for "African print dresses," where the homepage outranks the intended /collections/dresses page at position 3. Resolving that mismatch is the clearest lever heading into July, since a category page with stronger signal should convert that traffic at a higher rate than the homepage.

04 Top organic landing pages

· 1 TO 30 JUNE 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
/	3767	3082	77.4%	0
/collections/dresses	647	452	80.8%	0
/collections/men	475	302	82.1%	0
(not set)	381	11	1.5%	0
/collections/women	325	209	79.3%	0
/blogs/fashion/what-to-wear-at-wedding-as-guest	301	197	82.6%	0
/collections/modern-african-formal-wear	232	156	88.9%	0
/blogs/fashion/juneteenth-fashion-trends-inspiring-outfits-from-diyanus-collection	182	116	63.7%	0
/collections/womens-ankara-fabric-collection	146	98	67.1%	0
/collections/his-hers	138	86	71.3%	0

COMMENTARY

The homepage drew 3,767 organic sessions in June, about 6 times the traffic of the next-largest page. The /collections/modern-african-formal-wear page posted the highest engagement rate at 88.9% across 232 sessions. Every named collection held above 77% engagement, which suggests the visitors landing there are genuinely interested. A "(not set)" row recorded 381 sessions at just 1.5% engagement, likely pointing to a tracking configuration issue worth investigating before it inflates bounce signals. Zero key events were logged across all 503 organic pages, which means the conversion layer is invisible. Setting up purchase,

add_to_cart, and begin_checkout in GA4 before July closes would give 3 conversion touchpoints to measure against this strong engagement base.

05 Backlink profile

AHREFS SITE EXPLORER · END OF JUNE 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

6,307

REFERRING DOMAINS

979

+85 MoM

ORGANIC KEYWORDS

3,139

COMMENTARY

DR has held at 49 for four consecutive months after sliding 10 points from 59 in early 2025. Referring domains bottomed at 747 in April and climbed to 979 by June, a 31% recovery in two months. The trajectory points toward a continued rebuild, though 979 is still 75% below the October 2025 peak of 3,950. DR will not move meaningfully until the referring domain count recovers further. If the current pace holds into Q3, a return to DR 50 by September is plausible.

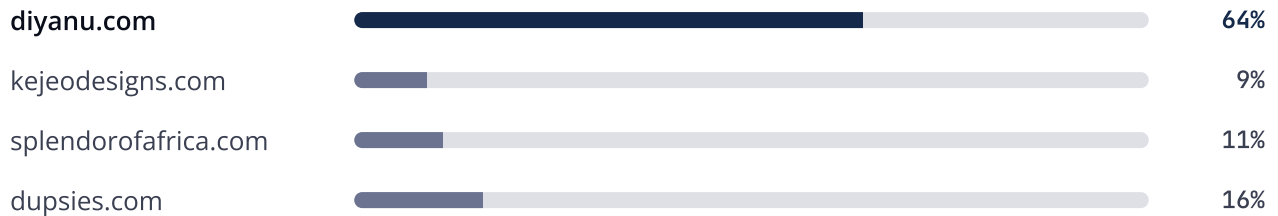
06 Competitive landscape

AHREFS · END OF JUNE 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	37,016
Keywords	3,139
Backlinks	6,307
Refdomains	979

kejeodesigns.com

Traffic	4,970
Keywords	1,170
Backlinks	759
Refdomains	384

splendorofafrica.com

Traffic	6,492
Keywords	1,566
Backlinks	727
Refdomains	348

dupsies.com

Traffic	9,247
Keywords	1,655
Backlinks	1,335
Refdomains	511

COMMENTARY

D'IYANU holds the structural lead with DR 49 against a competitor ceiling of 12, and 37,016 organic visits versus dupsies.com's 9,247. No competitor sits within 27,000 visits of D'IYANU's total, so the positional lead is not at risk this quarter. June reversed the traffic trend. D'IYANU dropped 6.6% while splendorofafrica.com surged 46.1%, kejeodesigns.com gained 22.7%, and dupsies.com added 16.1%. D'IYANU added 85 referring domains, roughly matching splendorofafrica's 80, so

authority momentum held even as traffic slipped. A second month of losses in July would make keyword-level decay analysis the priority action for August.

Closing takeaway

JUNE 2026

June delivered contraction across 3 of 4 headline metrics. GSC impressions fell 10% month on month to 739,579, and organic clicks declined 6.6% to 9,215. The tracked keyword set is the sharpest concern: 4 of 8 terms lost ground, with "African shirts" sliding from rank 1 to rank 6 in a single month. Against that, referring domains grew by 85 to reach 979, showing the backlink base is still expanding. With the year on year organic sessions gap sitting at 41.7%, arresting the head-term position decline is the clearest lever going into July.