

Weekly SEO Report — umeds.id

Periode: 14-20 September 2026
Dibuat: 27 September 2026

Google Search Console

Metrik	Nilai
Total Clicks	966
Total Impressions	18,097
Avg CTR	5.34%
Avg Position	3.5

Top 15 Queries by Clicks

#	Query	Clicks	Impressions	CTR	Position
1	umeds	135	1,317	10.25%	1.6
2	siklus krebs	102	4,336	2.35%	2.1
3	metabolisme karbohidrat	47	294	15.99%	1.3
4	standar kompetensi dokter gigi	19	102	18.63%	2.8
5	terminologi anatomi	19	343	5.54%	4.4
6	bkgn 2026	18	133	13.53%	1.7
7	bulan kesehatan gigi nasional 2026	18	115	15.65%	1.9
8	siklus krebs adalah	17	381	4.46%	2.1
9	ukmppd	16	524	3.05%	6.8
10	skdgi 2026 pdf	15	37	40.54%	3.7
11	variasi normal rongga mulut	14	66	21.21%	5.6
12	anatomi cranium	13	305	4.26%	2.5
13	anatomi fisiologi jantung	13	173	7.51%	5.6
14	klasifikasi maloklusi angle	13	35	37.14%	1.4
15	metabolisme lipid	13	65	20.00%	2.8

Low CTR Opportunities (>100 impressions, CTR < 3%, pos > 5)

Query	Clicks	Impressions	CTR	Position
anamnesis	5	1,104	0.45%	5.8
pengumuman ukmppd agustus 2026	7	1,078	0.65%	8.9
uknpdpd	7	790	0.89%	6.1
klasifikasi kennedy	6	204	2.94%	5.2

 Top 15 Pages by Clicks

Page	Clicks	Impressions	CTR	Position
/library-learning/concept-pages/siklus-krebs	304	19,554	1.55%	3.7
/library-learning/concept-pages/terminologi-umum	182	13,961	1.30%	2.2
/library-learning/concept-pages/diagnosis-maloklusi-dan-macam-perawatannya	174	2,303	7.56%	3.9
/library-learning/concept-pages/histologi-jaringan-kulit	169	17,688	0.96%	4.6
/artikel/panduan-lengkap-standar-kompetensi-dokter-gigi-2026-kepkonsil-no-15162026	153	951	16.09%	4.0
/ (homepage)	151	746	20.24%	3.5
/artikel/ohi-s-dan-dmft-indeks-dasar-dalam-kedokteran-gigi	114	2,923	3.90%	2.9
/artikel/ukmppd-definisi-komponen-jadwal-2026-passing-grade-dan-strategi-lulus	107	7,671	1.39%	6.1
/library-learning/concept-pages/metabolisme-karbohidrat	102	1,860	5.48%	5.0
/library-learning/concept-pages/gigi-tiruan-sebagian-lepasan-gtsl	91	2,680	3.40%	4.9
/library-learning/concept-pages/anatomi-gigi-permanen	79	8,804	0.90%	2.8
/artikel/bulan-kesehatan-gigi-nasional-2026	74	776	9.54%	3.2
/library-learning/concept-pages/konsep-5-star-doctor	70	662	10.57%	2.4
/artikel/kupas-tuntas-klasifikasi-gic-dan-cara-manipulasinya	67	1,945	3.44%	4.6
/library-learning/concept-pages/cranium	67	11,324	0.59%	3.4

 Pages with High Impressions but Low CTR (Need Optimization)

Page	Clicks	Impressions	CTR	Position
/library-learning/concept-pages/cranium	67	11,324	0.59%	3.4
/library-learning/concept-pages/anatomi-gigi-permanen	79	8,804	0.90%	2.8
/library-learning/concept-pages/histologi-jaringan-kulit	169	17,688	0.96%	4.6
/library-learning/concept-pages/terminologi-umum	182	13,961	1.30%	2.2
/artikel/ukmppd-definisi-komponen-jadwal-2026	107	7,671	1.39%	6.1
/library-learning/concept-pages/siklus-krebs	304	19,554	1.55%	3.7
/artikel/pemeriksaan-fisik-definisi-tujuan-teknik-ippa	53	5,411	0.98%	5.5

 Google Analytics 4 (Property: 327027843)

Core Metrics: Week-over-Week

Metric	This Week (Sep 14-20)	Prev Week (Sep 7-13)	Change
Active Users	8,027	7,495	+7.1% ↑
Sessions	12,483	11,697	+6.7% ↑
Screen Page Views	29,404	29,984	-1.9% ↓
Bounce Rate	52.42%	50.57%	+1.85pp ↑
Avg Session Duration	4m 54s	6m 40s	-26.5% ↓

Metric	This Week (Sep 14-20)	Prev Week (Sep 7-13)	Change
New Users	6,472	6,133	+5.5% ↑

Traffic Sources (Top 10)

Source	Medium	Sessions	Users
google	organic	7,707	5,369
(direct)	(none)	3,309	1,973
bing	organic	343	235
accounts.google.com	referral	221	83
yahoo	organic	169	59
id.search.yahoo.com	referral	121	90
Firebase	notification	85	30
linktr.ee	referral	80	66
chatgpt.com	ai-assistant	42	29
perplexity.ai	ai-assistant	22	17

AI Traffic Combined: 77 sessions (ChatGPT 42 + Perplexity 22 + Gemini 13)

Top Content Pages by Views (GA4)

Path	Views	Users
/library-learning/concept-pages/histologi-jaringan-kulit	705	418
/library-learning/concept-pages/siklus-krebs	399	272
/library-learning/concept-pages/terminologi-umum	363	266
/ (homepage)	524	325
/artikel/panduan-lengkap-standar-kompetensi-dokter-gigi-2026	247	149
/library-learning/concept-pages/organisasi-tubuh-manusia	225	105
/library-learning/concept-pages/diagnosis-maloklusi-dan-macam-perawatannya	214	111
/library-learning/concept-pages/anatomi-gigi-permanen	201	112
/library-learning/concept-pages/jaringan-tulang	169	106
/library-learning/concept-pages/metabolisme-karbohidrat	169	102

 Trending Topics & Keyword Ideas (RSS)

 Top Dental News (Past Week)

- PWI Tuban dan M. Naf'an Dental Clinic Ajak Jaga Kesehatan Gigi Sejak Dini — SuaraData.com
- Bupati Amirudin Dorong PDGI Banggai Raya Perkuat Pelayanan Kesehatan Gigi dan Mulut — obor motindok
- PWI Tuban Gelar Bakti Sosial dan Cek Kesehatan Gigi Gratis — RRI.co.id
- Bupati Banggai Dorong PDGI Perluas Edukasi Kesehatan Gigi hingga Desa — the OPINI
- Kebiasaan Menyikat Gigi Belum Diikuti Waktu yang Tepat — RRI.co.id
- Kesehatan Gigi Anak Tak Boleh Diabaikan, Orang Tua Diminta Rutin Periksa — infosatu.co

7. **Orang Indonesia Jarang ke Dokter Gigi, Inilah Masalahnya?** — detikHealth
8. **Karies Jadi Masalah Terbanyak CKG Anak Sekolah, 41% Alami Gigi Berlubang** — Niaga.Asia

Theme of the Week: 🦷 **Kesehatan Gigi & Edukasi Masyarakat** — Bakti sosial dan edukasi kesehatan gigi masyarakat masih dominan di media Indonesia.

💡 **Keyword Ideas from Trends**

Phrase	Mentions
kesehatan gigi	73
dokter gigi	38
kedokteran gigi	38
gigi dan mulut	27
sikat gigi	7
edukasi kesehatan	5
kesehatan gigi anak	5
bakti sosial	4
pelayanan kesehatan	4

🎯 **Recommendations**

- Optimize Low CTR Pages:** `cranium` (11,324 impressions, 0.59% CTR), `anatomi-gigi-permanen` (8,804, 0.90% CTR), `histologi-jaringan-kulit` (17,688, 0.96% CTR), `terminologi-umum` (13,961, 1.30% CTR) — improve meta descriptions, title tags, and add richer snippets.
- Target "anamnesis" query** — 1,104 impressions, only 5 clicks (0.45% CTR, pos 5.8). Create/optimize content targeting this high-volume term. Also target "pengumuman ukmppd agustus 2026" (1,078 impr, 0.65% CTR, pos 8.9).
- "ukmppd" query** — 524 impressions at pos 6.8 with only 3.05% CTR. The UKMPPD article is ranking at pos 6.1 with 7,671 impressions but only 1.39% CTR — needs significant optimization.
- Improve average session duration** — dropped 26.5% WoW (from 6:40 to 4:54). Review content engagement quality and internal linking structure.
- AI traffic growing** — ChatGPT (42), Perplexity (22), Gemini (13) sessions. Ensure content is AI-friendly with clear structured data and FAQ schema.
- Positive trend:** Total clicks jumped from 727 to 966 (+32.9% WoW), impressions from 11,879 to 18,097 (+52.3% WoW). Strong growth in search visibility.

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