

Umeds SEO Performance Report

Periode: Mei 2026

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Untuk: Board of Directors

Executive Summary

Traffic clicks cenderung menurun akibat efek **March 2026 Core Update** dan **AI Overviews** di SERP. Namun belum ada sinyal penalti deindexing. Fokus saat ini: menjaga produksi konten harian dan optimasi CTR.

Current Performance Overview

Metrik	Nilai
Monthly Users	~25,000
Monthly Pageviews	~98,000
Top Content Type	Concept Pages (library-learning)

Ongoing Initiatives

1. Daily SEO Article (10:00 AM WIB)

- 1 artikel/hari otomatis → ~30 artikel/bulan
- Full pipeline: keyword research → image generation → article → publish as draft
- Target: build topical authority & capture long-tail queries

2. Weekly SEO Audit (Senin 9:00 AM WIB)

- Pull data GSC + GA4 + RSS trends
- Code audit
- PDF report generation
- Auto-deliver ke Telegram Minhaj

3. SEO Penalty Monitor (Mon/Wed/Fri 11:00 AM WIB)

- Cek sinyal penalti: clicks -20%, impressions -25%, position drop >2

- Auto-pause daily article generation jika penalti terdeteksi
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⚠ Key Challenges

Traffic Click Decline — disebabkan: 1. March 2026 Core Update (completed April 8) mengubah ranking landscape 2. AI Overviews & featured snippets menyerap SERP 3. GA4 organic users tetap flat → **bukan masalah deindexing**

□ **Peluang:** - Concept pages punya impressions tinggi tapi CTR rendah → potensi besar untuk optimasi title/meta description - Konten masih ter-crawl & ter-index (impressions ada)

□ Priorities Going Forward

- [] **Optimasi CTR** — fokus ke concept pages dengan high impressions, low clicks
 - [] **Lanjutkan daily article** — maintain topical authority building
 - [] **Weekly monitoring** — track week-to-week progression
 - [] **Meta description audit** — pastikan setiap page punya meta yang compelling
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□ Next Steps

1. Review dan approve meta description update untuk top 10 concept pages
 2. Lanjutkan article production sesuai schedule
 3. Monitor penalty monitor untuk week ke-3 Mei
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Questions? Hubungi Minhaj atau Sera