

Customer Performance Snapshot

01 September 2026



ROLLY Products

R3 | F3 | NON-KAM

Category: Locks

State: Uttar Pradesh

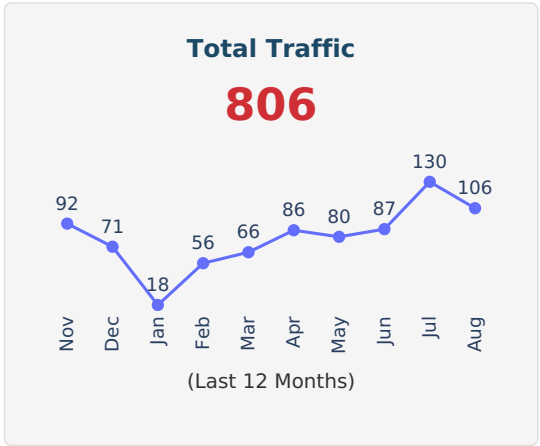
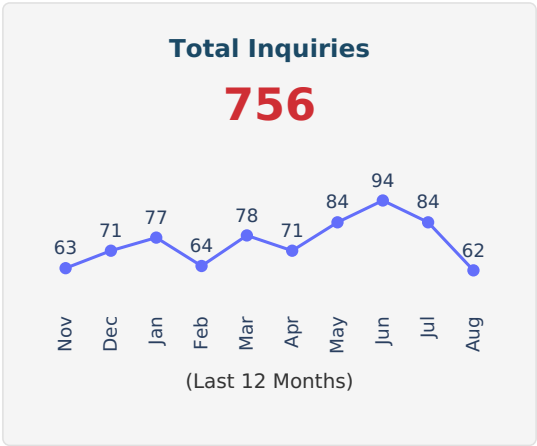
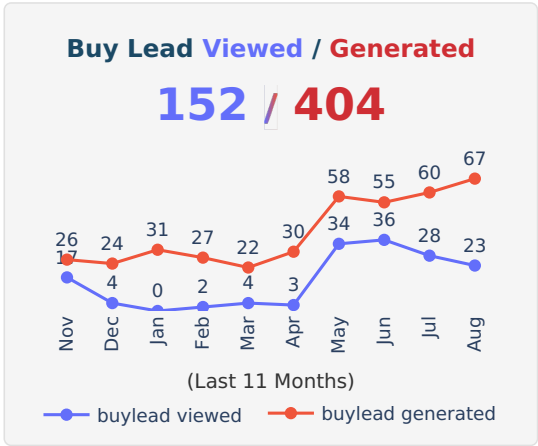
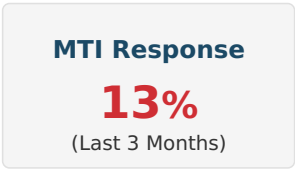
Domain: rollyproducts.com

App Downloads: Yes

Total Contracts: 1

Vintage: 0-1 years

Last Login: 25 Aug 2026



Mcats Inquiries (Last 3 Months)

Mcat	Inquiry	Global Unique Inquiry	Total Traffic
tower bolts	40 <div></div>	86	746
almirah locks	31 <div></div>	98	1560
cupboard lock	20 <div></div>	53	590
cam locks	13 <div></div>	47	454
safety padlock	7 <div></div>	27	428
round padlock	5 <div></div>	10	97
multi locks	1 <div></div>	3	98
multi purpose lock	1 <div></div>	15	241

State-wise Inquiries (Last 3 Months)

State	Inquiry
Uttar Pradesh	44 <div></div>
Maharashtra	20 <div></div>
Bihar	17 <div></div>
West Bengal	14 <div></div>
Tamil Nadu	13 <div></div>
Delhi	10 <div></div>
Gujarat	8 <div></div>
Haryana	8 <div></div>
Madhya Pradesh	8 <div></div>
Karnataka	7 <div></div>
Punjab	7 <div></div>
Rajasthan	7 <div></div>
Assam	4 <div></div>
Odisha	4 <div></div>
Chandigarh	3 <div></div>
Jammu and Kashmir	3 <div></div>
Chhattisgarh	2 <div></div>
Jharkhand	2 <div></div>
Kerala	2 <div></div>
Telangana	2 <div></div>

Page-wise Traffic (Last 3 Months)

Page	Pageviews	Users
https://www.tradeindia.com/products/hindustan-almirah-lock-c11501674.html	56 <div></div>	33 <div></div>
https://www.tradeindia.com/products/48-mm-cam-lock-c11501627.html	47 <div></div>	35 <div></div>
https://www.rollyproducts.com/	32 <div></div>	26 <div></div>
https://www.tradeindia.com/products/85-mm-brass-cupboard-lock-c11501646.html	30 <div></div>	11 <div></div>
https://www.tradeindia.com/products/48-mm-almirah-lock-c11501672.html	24 <div></div>	16 <div></div>
https://www.tradeindia.com/products/disco-almirah-lock-c11501677.html	22 <div></div>	19 <div></div>
https://www.rollyproducts.com/almirah-lock.html	21 <div></div>	20 <div></div>
https://www.tradeindia.com/rolly-products-59835663/	20 <div></div>	15 <div></div>
https://www.tradeindia.com/products/butterfly-multipurpose-lock-c11501651.html	16 <div></div>	11 <div></div>
https://www.tradeindia.com/products/65-mm-double-action-cupboard-lock-c11501642.html	16 <div></div>	9 <div></div>
https://www.rollyproducts.com/hindustan-almirah-lock-11501674.html	11 <div></div>	9 <div></div>
https://www.tradeindia.com/products/32-mm-cam-lock-c11501625.html	10 <div></div>	5 <div></div>
https://www.tradeindia.com/products/big-boss-ultra-cupboard-lock-c11501665.html	9 <div></div>	4 <div></div>
https://www.tradeindia.com/products/rolly-ultra-multi-lock-c11501663.html	8 <div></div>	7 <div></div>
https://www.tradeindia.com/products/75-mm-light-double-action-cupboard-lock-c11501643.html	8 <div></div>	5 <div></div>
https://www.tradeindia.com/products/75-mm-single-action-cupboard-lock-c11501655.html	6 <div></div>	5 <div></div>
https://www.tradeindia.com/products/85-mm-6-lever-cupboard-lock-c11501644.html	6 <div></div>	5 <div></div>
https://www.tradeindia.com/rolly-products-59835663/product-services.html	6 <div></div>	5 <div></div>
https://www.tradeindia.com/rolly-products-59835663/almirah-lock.html	6 <div></div>	1 <div></div>
https://www.tradeindia.com/products/38-mm-cam-lock-c11501628.html	5 <div></div>	5 <div></div>

Google Search Ranking Data (Last 3 Months)

Page	Impression	Clicks	Search Query	Avg Rank
https://www.rollyproducts.com/multi-lock-11501659.html	269	0	ss multi lock price ss multi lock manufacturer multi lock price multi lock	11 <div></div> 11 <div></div> 15 <div></div> 20 <div></div>
https://www.rollyproducts.com/hindustan-almirah-lock-11501674.html	217	0	hindustan almirah lock manufacturer hindustan almirah lock price hindustan almirah lock supplier hindustan almirah lock	2 <div></div> 2 <div></div> 2 <div></div> 2 <div></div>
https://www.rollyproducts.com/almirah-lock.html	206	1	ad almirah lock manufacturer ad almirah lock ad almirah lock supplier almari lock 48 mm disco almirah lock supplier	1 <div></div> 1 <div></div> 1 <div></div> 2 <div></div> 3 <div></div>
https://www.rollyproducts.com/brass-key-multi-lock-11501657.html	None	None	brass key multi lock	14 <div></div>
https://www.rollyproducts.com/glass-lock-cam-lock-11501631.html	None	None	glass lock cam lock	18 <div></div>

Disclaimer: The displayed data, including rankings, impressions, and clicks, is based on aggregated Google Search Console metrics and may vary due to factors such as device type, search type (web/image), geographic location, search personalization, and time of search. These metrics are indicative and may not represent exact real-time performance.

Google shopping data: 7 Products



Adding SHOPPING DETAILS & PRICES can help push your products on Google Shopping. Please visit My TradeIndia -> Manage Product -> My Product for updating product details
Inquiries increase up to 5X when customers see prices directly!

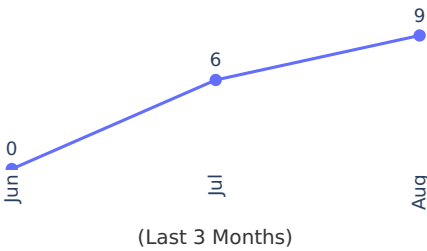
Total Impression

0

None
(Last 3 Months)

Total Clicks

15



Page	Impression (Last 3 Months)	Clicks (Last 3 Months)
https://www.tradeindia.com/products/hindustan-almirah-lock-color-silver-c11501674.html	0	8
https://www.tradeindia.com/products/36-mm-cam-lock-color-silver-c11501626.html	0	1
https://www.tradeindia.com/products/48-mm-cam-lock-color-silver-c11501627.html	0	3
https://www.tradeindia.com/products/85-mm-6-lever-cupboard-lock-color-silver-c11501644.html	0	3

Disclaimer: The data displayed above is sourced directly from Google Merchant Center (GMC) and is presented for informational purposes.

Mcat Recommendation (Business keyword could be added against the product name)

Product ID	Product Name	Source	Business Keyword	Keyword Match	Unique Inquiries (Last 3 Months)	Total Traffic (Last 3 Months)
8667386	Door Pad Locks	FEATUREDPRODUCT	door locks	0.8%	266	2433
8669357	Safety Padlock	FEATUREDPRODUCT	padlock	0.9%	57	782
11501672	48 MM Almirah Lock	CATALOG	steel almirah lock	0.8%	32	1274
11501673	Almirah Lock	CATALOG	steel almirah lock	0.9%	32	1274
8669357	Safety Padlock	FEATUREDPRODUCT	safety padlock	1.0%	27	428
11501651	Butterfly Multipurpose Lock	CATALOG	butterfly lock	0.8%	10	30
8669357	Safety Padlock	FEATUREDPRODUCT	safe lock	0.8%	3	184

Business States

None

Competitor

URBI ENTERPRISES

Category: Locks

State: Uttar Pradesh

Amount Paid

73000

Total Inquiries

3268

Last 12 months

Total Products

61

Keywords

156

Mcats

44

Feedback

Q1

-

No feedback

Q2

-

No feedback

Q3

-

No feedback

Opportunities

Domain

✔ Opted

SSL

✖ Not Opted

Email

✖ Not Opted

Google Ads

✖ Not Opted

High Traffic Pages In Which Industry Leader Available

Manufacturer Page (Last 3 Months)

Page	Keyword	Users
https://www.tradeindia.com/hi/manufacturers/cctv-security-camera.html	cctv security camera	561 <div></div>
https://www.tradeindia.com/manufacturers/shutter-lock.html	shutter lock	96 <div></div>
https://www.tradeindia.com/manufacturers/cctv-security-camera.html	cctv security camera	74 <div></div>
https://www.tradeindia.com/hi/manufacturers/shutter-lock.html	shutter lock	67 <div></div>
https://www.tradeindia.com/manufacturers/sliding-door-locks.html	sliding door locks	62 <div></div>
https://www.tradeindia.com/manufacturers/almirah-locks.html	almirah locks	56 <div></div>
https://www.tradeindia.com/manufacturers/maruti-lock.html	maruti lock	46 <div></div>
https://www.tradeindia.com/hi/manufacturers/cupboard-lock.html	cupboard lock	43 <div></div>
https://www.tradeindia.com/manufacturers/cam-locks.html	cam locks	33 <div></div>
https://www.tradeindia.com/manufacturers/sliding-glass-door-lock.html	sliding glass door lock	29 <div></div>

City Page (Last 3 Months)

Page	Keyword	City	Users
https://www.tradeindia.com/bengaluru/almirah-locks-city-183339.html	almirah locks	Bengaluru	103 <div></div>
https://www.tradeindia.com/aligarh/almirah-locks-city-179447.html	almirah locks	Aligarh	56 <div></div>
https://www.tradeindia.com/zhaoqing/sliding-glass-door-lock-city-227801.html	sliding glass door lock	Zhaoqing	44 <div></div>
https://www.tradeindia.com/delhi/tower-bolts-city-228067.html	tower bolts	Delhi	29 <div></div>
https://www.tradeindia.com/aligarh/multi-purpose-lock-city-179447.html	multi purpose lock	Aligarh	26 <div></div>
https://www.tradeindia.com/ghaziabad/almirah-locks-city-193475.html	almirah locks	Ghaziabad	24 <div></div>

Note: The Industry Leader slots are limited to 2 and will be allocated on a first-come, first-served basis. Data is refreshed every month.

Recommendations

- Check and respond to inquiries promptly to improve engagement and conversion potential.
- Increase response rate on My Trade India panel and Mobile App to promptly address customer inquiries.
- Review and act on buy leads more promptly as less than half of buy leads have been viewed.
- Enable SSL certification on your domain to enhance website security and customer trust.
- Activate G Suite service to improve professional communication and collaboration.
- Utilize Google Ads to increase online visibility and attract more targeted traffic.
- Add and optimize relevant keywords aligned with top-performing industry terms to boost search visibility.
- Improve product quality by enhancing descriptions, images, specifications, and adding pricing details to increase buyer confidence.
- Leverage high-traffic manufacturer and city pages such as 'almirah locks' and 'shutter lock' by acquiring industry leader packages for better visibility and lead quality.