

Customer Performance Snapshot

01 May 2026



YASHIKA EXPORTS

R3 | F3 | NON-KAM

Category: Nuts

State: Punjab

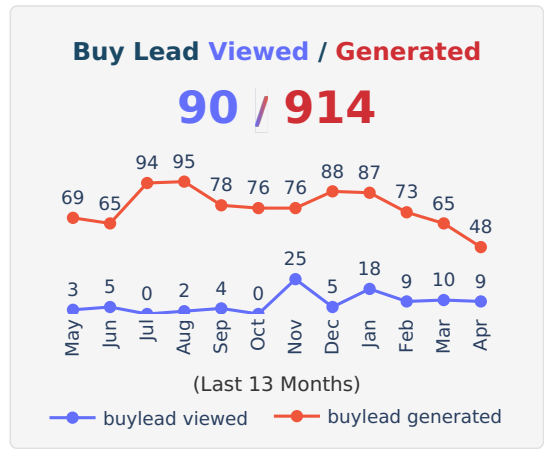
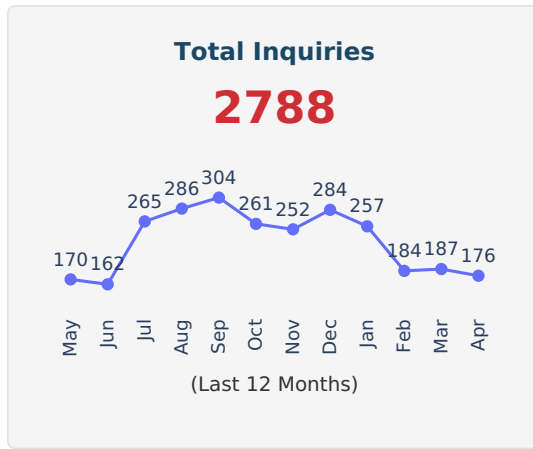
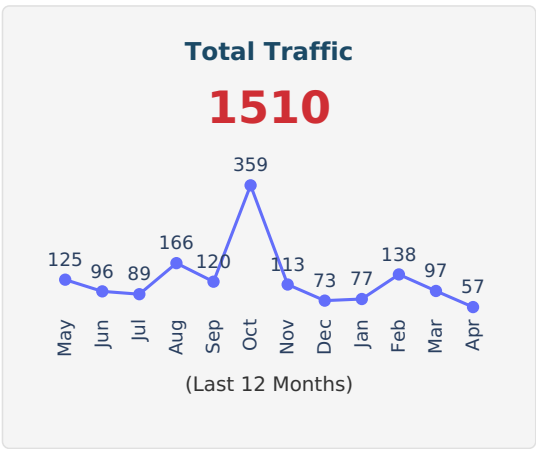
Domain: yashikaexports.in

App Downloads: Yes

Total Contracts: 25

Vintage: 13 years

Last Login: N/A



Open Rate

94%

(Last 3 Months)

MTI Response

4%

(Last 3 Months)

Total Products

39

FP: 3 | CP: 36

Prod Score < 70

36

(Count)

Without Price

3

(Count)

Product Keywords

78

(Unique)

Product Mcats

34

(Unique)

Product Score

54

(Average)

Mcats Inquiries (Last 3 Months)

Mcat	Inquiry	Global Unique Inquiry	Total Traffic
ms bolt nut	66	163	2032
anchor bolts	37	130	748
anchor fasteners	33	92	1045
eye bolts	18	64	516
u bolts	17	49	476
carriage bolts	12	36	254
flange nut	10	28	246
lock nut	10	31	341
square nuts	8	22	134
threaded bolts	8	24	158
metal fasteners	7	15	170
machine screw	6	19	483
plain washer	6	22	350
galvanized bolts	6	22	232
allen key bolts	5	11	167
lock washers	5	17	360
foundation bolts	4	101	892
threaded bars	4	7	98
dome nuts	4	8	91
spring nuts	4	8	99

State-wise Inquiries (Last 3 Months)

State	Inquiry
Maharashtra	76
Delhi	66
Punjab	43
Gujarat	41
Uttar Pradesh	35
Haryana	24
Tamil Nadu	24
Karnataka	18
West Bengal	16
Rajasthan	12
Madhya Pradesh	10
Odisha	9
Kerala	8
Telangana	7
Bihar	5
Jharkhand	5
Andhra Pradesh	4
Chhattisgarh	4
Himachal Pradesh	3
Arunachal Pradesh	2

Page-wise Traffic (Last 3 Months)

Page	Pageviews	Users
http://www.yashikaexports.in/	33	29
http://www.yashikaexports.in/contact-us.html	33	28
https://www.tradeindia.com/yashika-exports-5826585/	17	14
http://www.yashikaexports.in/metal-washers.html	14	14
https://www.yashikaexports.in/	13	11
https://www.yashikaexports.in/company-information.html	11	11
https://www.tradeindia.com/products/csk-bolts-c1180473.html	11	6
http://www.yashikaexports.in/metal-fasteners.html	8	8
https://www.tradeindia.com/products/fastener-sleeve-nuts-c1180496.html	7	6
https://www.tradeindia.com/products/nuts-bolts-c1180475.html	6	6
http://www.yashikaexports.in/products.html	6	4
http://www.yashikaexports.in/prod_search.html	5	5
https://www.tradeindia.com/products/anchor-bolts-c1180470.html	5	5
https://www.tradeindia.com/yashika-exports-5826585/product-services.html	5	5
http://www.yashikaexports.in/company-profile.html	5	4
https://www.tradeindia.com/products/square-u-bolts-c2671627.html	5	4
http://www.yashikaexports.in/hex-coupling-nuts-1180480.html	5	1
https://www.tradeindia.com/products/hex-coupling-nuts-c1180480.html	4	4
https://www.tradeindia.com/products/j-roofing-bolts-c1180474.html	4	4
https://www.yashikaexports.in/u-bolts-nuts-1246753.html	4	4

Google Search Ranking Data (Last 3 Months)

Page	Impression	Clicks	Search Query	Avg Rank
http://www.yashikaexports.in/channel-nuts-2525297.html	None	None	mild steel channel nut	19
http://www.yashikaexports.in/hex-weld-nut-1180486.html	None	None	hexagon weld nut supplier	19
http://www.yashikaexports.in/hitch-pins-with-chain-and-linch-2671620.html	None	None	hitch pins supplier	12
http://www.yashikaexports.in/j-roofing-bolts-1180474.html	None	None	j roofing bolts manufacturer	3
			j roofing bolts	4
			ruffing bolts supplier	9
			j roofing bolts supplier	10
			roofing bolts supplier	11
http://www.yashikaexports.in/linch-pins-for-pairship-2671606.html	None	None	linch pins for pairship	3
			linch pins supplier	14

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: 38 Products

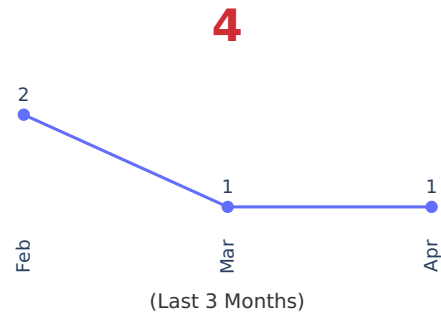


Adding SHOPPING DETAILS & PRICES can help push your products on Google Shopping. Please visit My TradeIndia -> Manage Product -> My Product for updating product details
Inquiries increase up to 5X when customers see prices directly!

Total Impression

0
None
(Last 3 Months)

Total Clicks



Page	Impression (Last 3 Months)	Clicks (Last 3 Months)
https://www.tradeindia.com/products/anchor-bolts-c1180470.html	0	1
https://www.tradeindia.com/products/j-roofing-bolts-c1180474.html	0	2
https://www.tradeindia.com/products/flange-nuts-c1180479.html	0	1

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

Mcats 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)
1180495	Wedge Anchor Fasteners	CATALOG	anchor fasteners	0.8%	92	1036
2671649	Eye Bolts	CATALOG	eye bolts	1.0%	64	507
1246753	U-Bolts Nuts	CATALOG	u bolts	0.8%	49	473
2671627	Square U Bolts	CATALOG	u bolts	0.8%	49	473
2430724	Industrial Threaded Rods	FEATUREDPRODUCT	threaded rods	0.9%	37	522
1246757	Industrial Carriage Bolts	CATALOG	carriage bolts	0.9%	36	252
1180472	Carriage Bolts	CATALOG	carriage bolts	1.0%	36	252
1180488	Lock Nut	CATALOG	lock nut	1.0%	31	337
1180479	Flange Nuts	CATALOG	flange nut	0.9%	28	244
2348621	Threaded Bar	CATALOG	bar threading machine	0.8%	26	95

Business States

None

Competitor

KETAN ENGINEERING CO

Category: Nuts

State: Maharashtra

Amount Paid

601800

Total Inquiries

9086

Last 12 months

Total Products

249

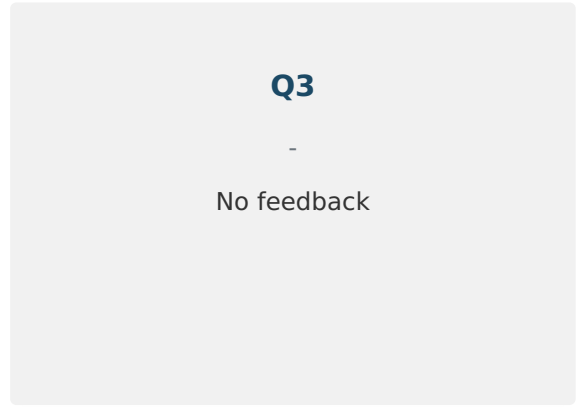
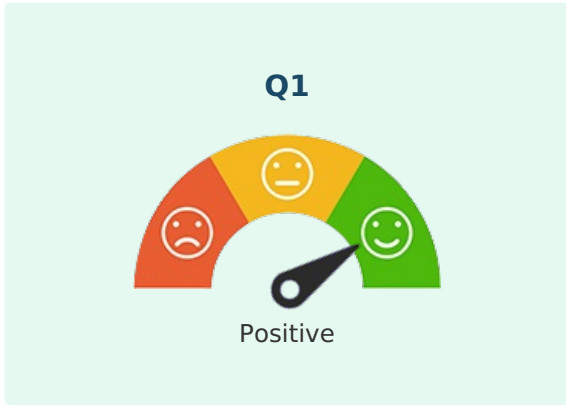
Keywords

251

Mcats

181

Feedback



Opportunities

Domain
 Opted

SSL
 Not Opted

Email
 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/manufacturers/ms-bolt-nut.html	ms bolt nut	113
https://www.tradeindia.com/manufacturers/galvanized-bolts.html	galvanized bolts	67
https://www.tradeindia.com/manufacturers/anchor-bolts.html	anchor bolts	38
https://www.tradeindia.com/manufacturers/bolt-nut-washer.html	bolt nut washer	35
https://www.tradeindia.com/manufacturers/linch-pins.html	linch pins	26

City Page (Last 3 Months)

Page	Keyword	City	Users
https://www.tradeindia.com/ludhiana/ms-bolt-nut-city-203662.html	ms bolt nut	Ludhiana	44
https://www.tradeindia.com/hyderabad/ms-bolt-nut-city-196467.html	ms bolt nut	Hyderabad	35
https://www.tradeindia.com/kolkata/ms-bolt-nut-city-200579.html	ms bolt nut	Kolkata	29

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

1. Improve responsiveness by promptly acting on inquiries via the My Trade India panel or Mobile App to increase engagement and conversion.
2. Review and act more promptly on buy leads as only a small fraction are being viewed; increase lead engagement to leverage potential opportunities.
3. Enable SSL on your domain to enhance site security and customer trust, improving your online presence.
4. Consider activating Google Ads to increase visibility and attract more targeted traffic to your listings.
5. Add more relevant and high-performing keywords aligned with industry trends to improve search visibility and lead generation.
6. Enhance product quality scores by improving descriptions, images, specifications, and adding price information to increase attractiveness to buyers.
7. Invest in high-traffic manufacturer and city pages to appear on top listings, boosting lead quality and volume.
8. Utilize top-performing industry-specific and city pages like 'ms bolt nut' manufacturer and Ludhiana city page to increase exposure and leads.