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SAWAAL · FREE STEP-BY-STEP GUIDE + BONUS

CLICKS ZERO? KHOYE CUSTOMERS YAHAN HAIN.

Google Search Console mein dekhiye, log Google par kya pooch rahe hain, aapki website dikh bhi rahi hai, phir bhi click kisi aur ko ja raha hai. Phir unhi pages ko theek kijiye.

IS GUIDE MEIN

- ✓ Ready code: Hindi + English dono tarah ke sawaal (live-tested)
- ✓ 4 clicks ka exact path, asli screenshots ke saath
- ✓ Impressions sort: "zyada dikhe, zero click" wale sawaal kaise pakdein
- ✓ Sawaal → page → do line ka seedha jawab
- ✓ BONUS: answer-box likhne ka copy-paste prompt

Ye research workflow hai, ranking guarantee nahi. Data aapki apni verified website se aata hai, poore market ki search demand nahi dikhata.

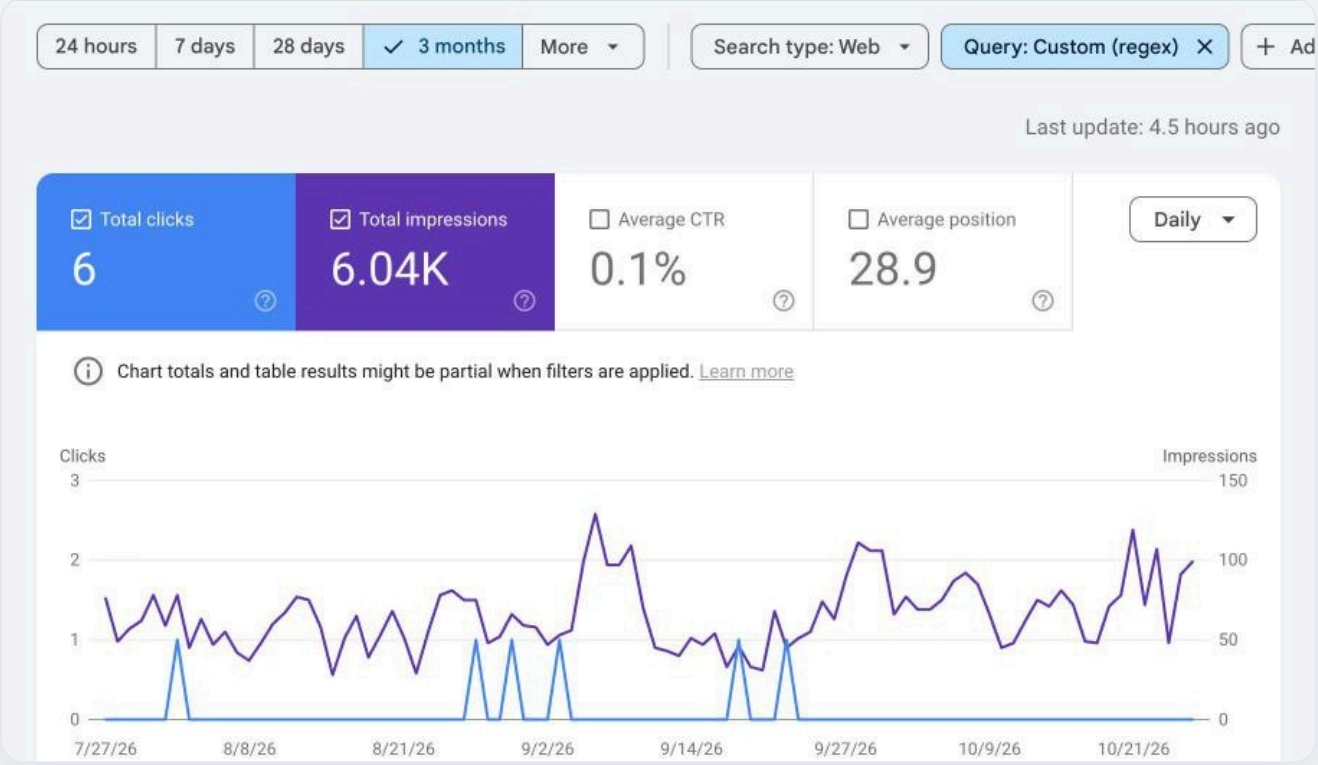
01 · START HERE

SAHI PROPERTY.
SAHI REPORT.

1. **Search Console kholiye, apni verified website chuniye.**
   Sirf apni ya authorised website. Property selector mein exact site check kijiye.

2. **Performance → Search results.**
   Date range 3 months rakhiye. Data kam ho toh 6 months.

3. **Clicks aur Impressions dono tick kijiye.**
   Impressions = aapka result dikha. Clicks = kisi ne aapki website kholi. Zyada impressions + zero clicks = log aapko dekh kar aage nikal gaye.



Asli capture, ek client website (UX/design agency), 28 Oct 2026, question filter laga hua: 6.04K impressions, sirf 6 clicks. Aapka data aur screen thoda alag ho sakta hai.

02 · READY CODE

EK CODE. SAARE SAWAAL.

Ye code un searches ko pakadta hai jo sawaal-wale shabd se shuru hoti hain, Hinglish aur English dono:

```
^(kya|kaise|kitna|kitne|kaun|kab|kahan|kyun|kyu|what|how|why|when|where|which|who|can|does|is|are|should)\b
```

Ek hi line mein copy kijiye. Spaces ya line breaks mat jodiye. Ye code 28 Oct 2026 ko live Search Console mein test kiya gaya.

CODE KYA KARTA HAI

^	Search ka pehla shabd check karta hai.
(… | …)	In mein se koi bhi shabd: kya, kaise, what, how…
\b	Poora shabd hi match ho. "island" ya "howard" jaise shabd nahi aayenge.

APNE SHABD JODIYE

Aapke customers aur kaise poochte hain? Jaise "konsa", "best", "price". **|** laga kar list mein jod dijiye: `…|should|konsa|best)\b`

> Search Console mein capital letters ka farak padta hai, par zyaadatar searches small letters mein hi aati hain. Agar kuch miss lage, code ke shuru mein **(?i)** jodiye.

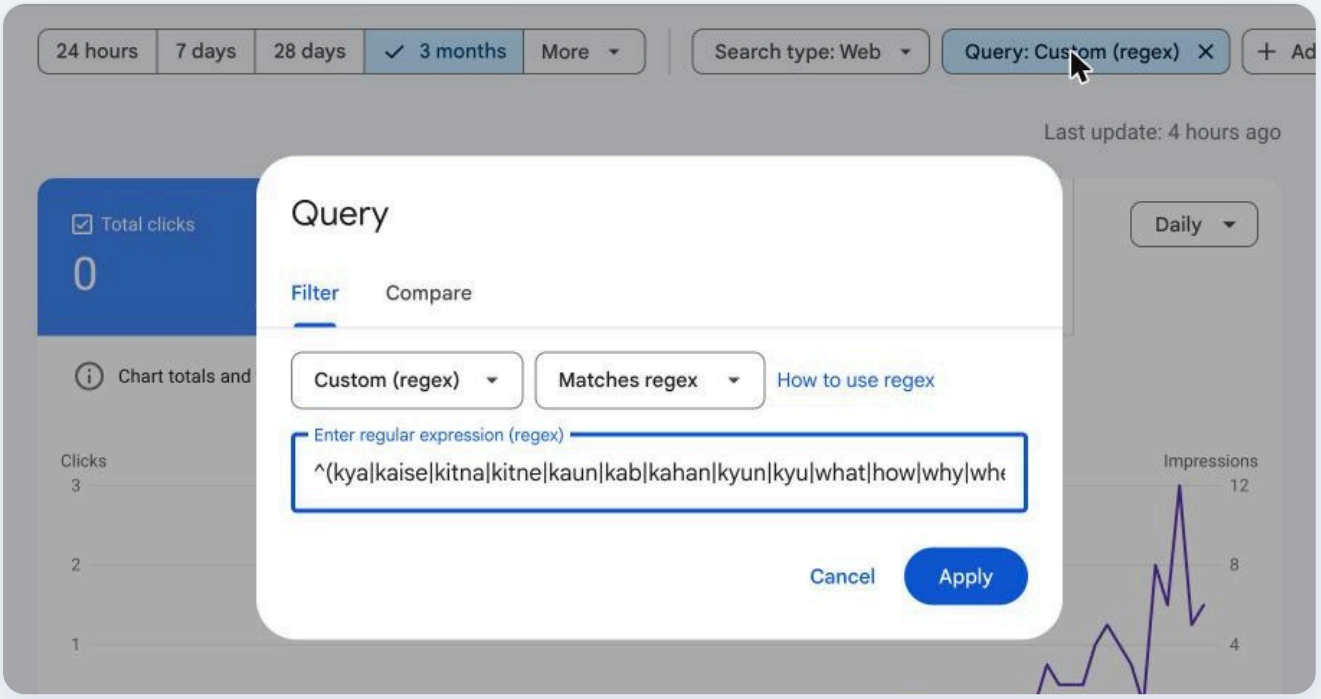
03 · 4 CLICKS

ADD FILTER. CUSTOM REGEX.

1. **Performance report mein "+ Add filter" → Query.**

2. **Dropdown se "Custom (regex)" chuniye, "Matches regex" rehne dijiye.**

3. **Code paste kijiye → Apply.**
   Paste ke baad code ka end check kijiye:
   \b
   dikhna chahiye.

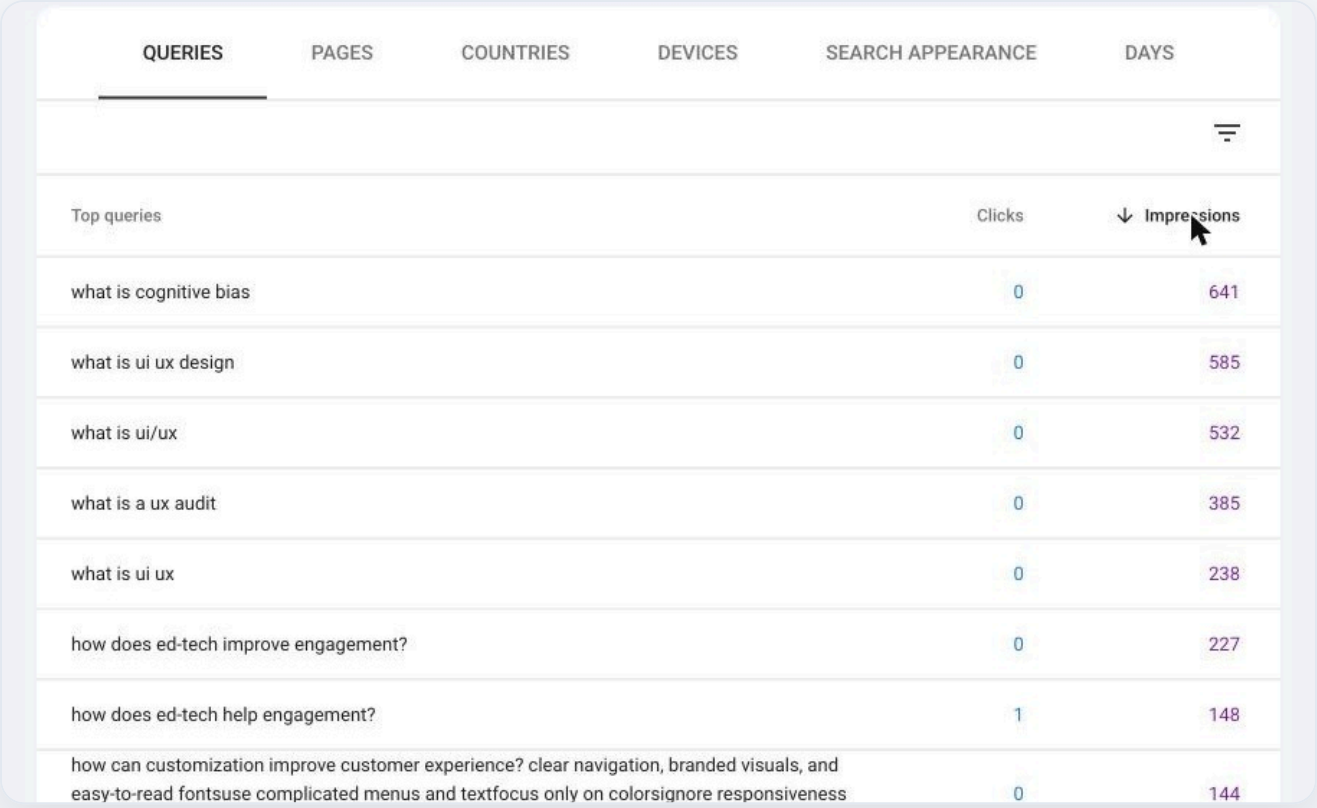


Asli Query filter, code paste kiya hua.

04 · KHOYE CUSTOMERS

IMPRESSIONS PAR SORT KIJIYE.

Table mein **Impressions** heading par click kijiye. Sabse zyada dikhne wale sawaal upar aa jaayenge. Ab un par nazar daaliye jinke **clicks 0** hain.



Top queries	Clicks	Impressions
what is cognitive bias	0	641
what is ui ux design	0	585
what is ui/ux	0	532
what is a ux audit	0	385
what is ui ux	0	238
how does ed-tech improve engagement?	0	227
how does ed-tech help engagement?	1	148
how can customization improve customer experience? clear navigation, branded visuals, and easy-to-read fontsuse complicated menus and textfocus only on colorsignore responsiveness	0	144

641	0	5.9
Impressions	Clicks	Avg. position

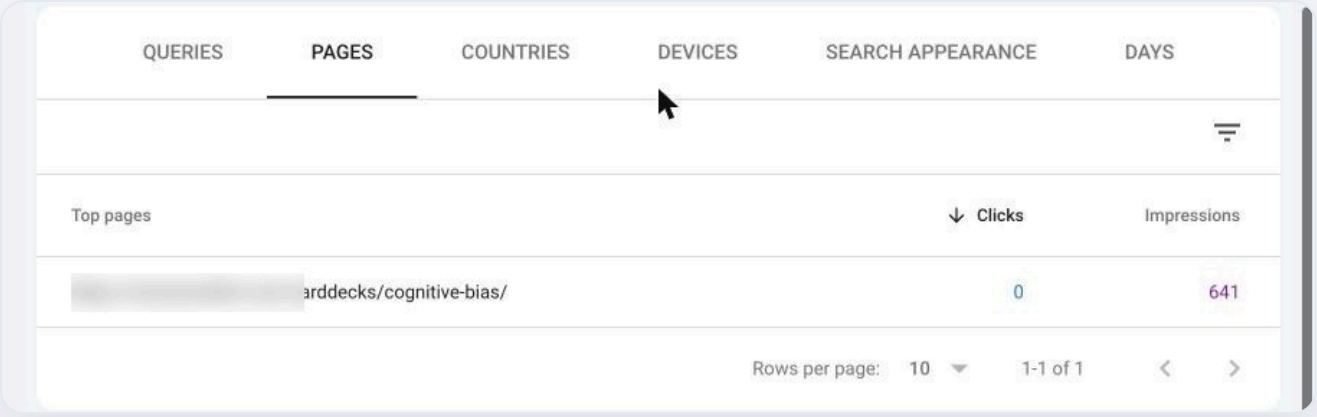
Asli example: "what is cognitive bias". Google ke pehle page par, 641 baar dikha, ek bhi click nahi.

Har sawaal kaam ka nahi hota. Sirf wahi chuniye jo aapke business aur aapke customer se juda ho. Impressions = aapki visibility, monthly search volume nahi.

05 · FIX THE PAGE

NAYA BLOG NAHI. SEEDHA JAWAB.

1 **Sawaal par click → Pages tab.**
Wo page dikhega jo is sawaal par Google mein aa raha hai.



2 **Usi page par, sabse upar, 2 line ka seedha jawab likhiye.**
Sawaal ko heading banaiye, uske neeche 40–60 shabdon mein clear jawab. Phir detail, example aur source.

3 **Title aur description check kijiye.**
Search mein dikhne wala title sawaal ka jawab dene ka wada kare, taaki log click karein.

Client ka domain privacy ke liye blur kiya gaya hai.

BONUS · COPY-PASTE PROMPT

JAWAB LIKHWAIYE. PHIR KHUD CHECK KIJIYE.

Aap mere content editor hain. Neeche ek sawaal hai jo log Google par pooch rahe hain, aur mere us page ka URL jo is sawaal par dikh raha hai. Mujhe dijiye: (1) sawaal ko heading ki tarah, (2) 40–60 shabdon ka seedha, clear jawab jo page ke sabse upar jaayega, (3) ek behtar page title (60 cha racters tak) jo click karne ki wajah de, (4) meta description (155 characters tak), (5) kaunsi baatein mujhe source se verify karni chahiye. Facts, numbers ya results apne aap mat banaiye.

Sawaal: [yahan]
Page URL: [yahan]

PUBLISH SE PEHLE 4 CHECKS

- ✓ Sawaal aapke business se juda hai?
- ✓ Jawab sach hai, source se verify kiya?
- ✓ Reader ka asli kaam hal hota hai?
- ✓ Change ki date note ki, taaki 4 hafte baad clicks compare kar sakein?

Guide kaam aaya? **@ideepbhardwaj** follow kijiye, Google ka free data customers mein badalna seekhiye.