

# Progress Report



## SEO Monthly Progress Report

(Website Link)

---

## 1. Key Performance Indicators

The following KPIs will help demonstrate how effectively we achieve key business objectives.

KPIs	July	June
Users	-----	-----
New Users	-----	-----
Sessions	-----	-----
Pageviews	-----	-----
Pages / Session	-----	-----
Avg. Session Duration	-----	-----

### Observations:

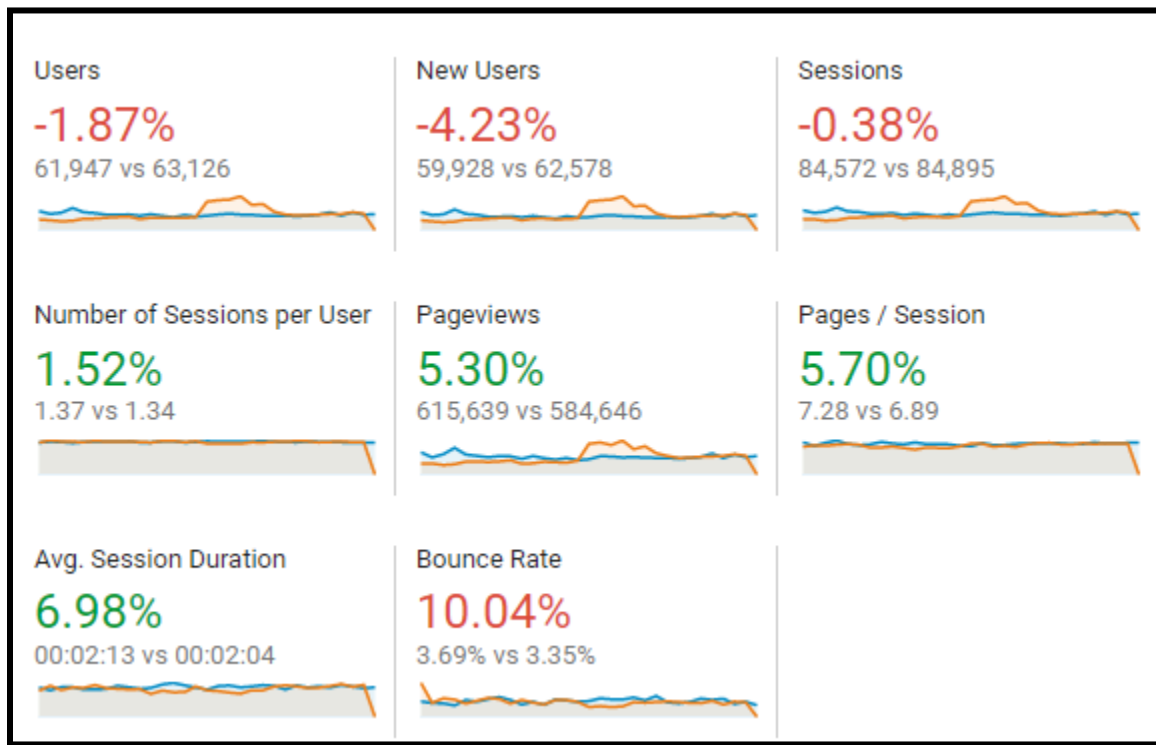
- Total number of users received this month is -----
- New number of users received this month is -----
- The sessions received this month is -----
- The pageviews received this month is -----
- The page per session received this month is -----
- The Avg. Session Duration received this month is -----

## 2. Overall Traffic Overview

The following traffic overview includes the growth in total visitors. The website's new users, sessions, and pageviews have improved, showing visitors were having a good time on our website.

Here we have attached a screenshot for your reference:

(----- 2023 Compared to ----- 2023)



### Key Elements:

- The number of sessions per user has increased this month by -----
- The number of page views has increased this month by -----
- The number of sessions has increased by -----
- The number of avg. Sessions duration has increased this month by -----

### 3. Organic Traffic and conversions Overview:

In July month, we received ----- users, ----- new users, ----- total sessions, ----- page/sessions, ----- avg. session duration, and ----- bounce rate.

In July, we received a total of ----- organic conversions, and the revenue generated is -----.

Here we have attached a screenshot for your reference:

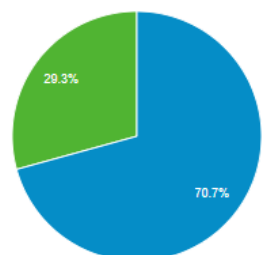
Default Channel Grouping	Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Ecommerce Conversion Rate ?	Transactions ?	Revenue
	61,947 % of Total: 100.00% (61,947)	59,928 % of Total: 100.00% (59,928)	84,572 % of Total: 100.00% (84,572)	3.69% Avg for View: 3.69% (0.00%)	7.28 Avg for View: 7.28 (0.00%)	00:02:13 Avg for View: 00:02:13 (0.00%)	2.32% Avg for View: 2.32% (0.00%)	1,964 % of Total: 100.00% (1,964)	\$86,620 % of Total: (\$86,620)
1. (Other)	23,724 (37.88%)	22,670 (37.83%)	28,303 (33.47%)	1.01%	7.35	00:01:51	2.06%	584 (29.74%)	\$26,722.32
2. Paid Search	17,648 (28.18%)	16,930 (28.25%)	26,629 (31.49%)	3.35%	7.18	00:02:28	2.66%	707 (36.00%)	\$29,854.02
3. Direct	17,563 (28.05%)	17,179 (28.67%)	23,557 (27.85%)	7.23%	6.87	00:02:02	2.04%	480 (24.44%)	\$21,871.38
4. Organic Search	3,074 (4.91%)	2,710 (4.52%)	5,065 (5.99%)	3.57%	9.33	00:03:32	2.59%	131 (6.67%)	\$5,495.19
5. Social	484 (0.77%)	373 (0.62%)	617 (0.73%)	0.97%	7.92	00:02:32	7.13%	44 (2.24%)	\$1,943.04
6. Email	91 (0.15%)	46 (0.08%)	280 (0.33%)	17.86%	4.92	00:03:28	5.00%	14 (0.71%)	\$548.55
7. Referral	36 (0.06%)	20 (0.03%)	112 (0.13%)	0.89%	8.61	00:07:48	3.57%	4 (0.20%)	\$195.32
8. Display	2 (0.00%)	0 (0.00%)	9 (0.01%)	33.33%	1.89	00:00:14	0.00%	0 (0.00%)	\$0.00

## 4. New/Returning Visitors (Organic Traffic):

In July, we organically received ----- new visitors and ----- returning visitors.

Here we have attached a screenshot for your reference:

	User Type ?	Source / Medium ?	Acquisition			Behavior			Conversion
			Users ? ↓	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	
			2,873 % of Total: 4.64% (61,947)	2,520 % of Total: 4.21% (59,928)	4,805 % of Total: 5.68% (84,572)	3.37% Avg for View: 3.69% (-8.67%)	9.18 Avg for View: 7.28 (26.07%)	00:03:30 Avg for View: 00:02:13 (58.13%)	%
<input type="checkbox"/>	1. New Visitor	google / organic	2,510 (70.72%)	2,520 (100.00%)	2,520 (52.45%)	0.56%	11.91	00:03:50	72
<input type="checkbox"/>	2. Returning Visitor	google / organic	1,039 (29.28%)	0 (0.00%)	2,285 (47.55%)	6.48%	6.16	00:03:08	46

User Type	Source / Medium	Users	Users	Contribution to total:
		2,873 % of Total: 4.64% (61,947)	2,873 % of Total: 4.64% (61,947)	
1. <span style="color: blue;">■</span> New Visitor	google / organic	2,510	70.72%	
2. <span style="color: green;">■</span> Returning Visitor	google / organic	1,039	29.28%	

## 5. Mobile/Desktop/Tablet Users (Organic Traffic):

In July, we received ----- users from mobile, ----- users from desktop, and ----- users from tablet organically.

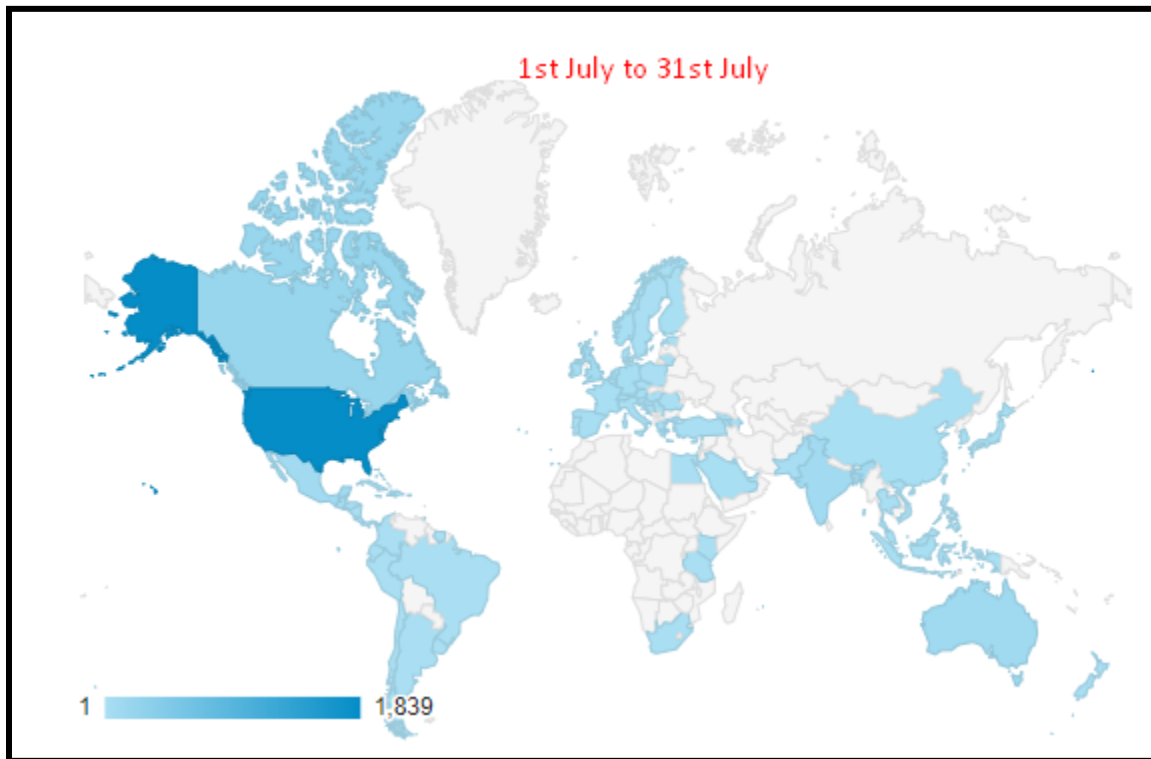
We have attached a screenshot for your reference:

	Device Category	Source / Medium	Acquisition			Behavior			Conve
			Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Trans
			2,873 % of Total: 4.64% (61,947)	2,520 % of Total: 4.21% (59,928)	4,805 % of Total: 5.68% (84,572)	3.37% Avg for View: 3.69% (-8.67%)	9.18 Avg for View: 7.28 (26.07%)	00:03:30 Avg for View: 00:02:13 (58.13%)	% c
<input type="checkbox"/>	1. mobile	google / organic	2,067 (71.95%)	1,816 (72.06%)	3,693 (76.86%)	3.87%	8.20	00:03:00	81 (
<input type="checkbox"/>	2. desktop	google / organic	782 (27.22%)	682 (27.06%)	1,079 (22.46%)	1.76%	12.51	00:05:12	36 (;
<input type="checkbox"/>	3. tablet	google / organic	24 (0.84%)	22 (0.87%)	33 (0.69%)	0.00%	9.00	00:02:52	1

## 6. Where Are Your Visitors? (Organic Traffic)

This section showcases the number of users or visitors who came to the website from different parts of the USA. The darker the area, the more the number of users from the particular region.

Here, we have attached a screenshot for your reference:



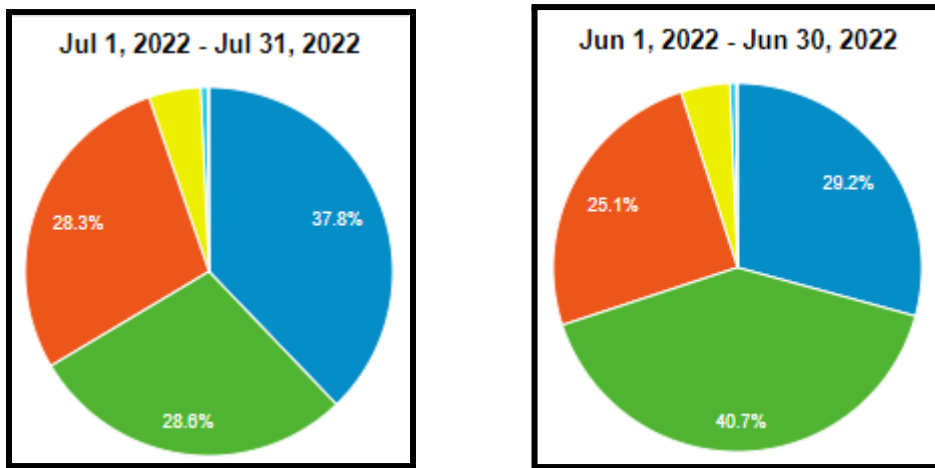
Top 5 Visitor States		
Places	Month	Month
Illinois	-----	-----
New York	-----	-----
California	-----	-----
Texas	-----	-----
Georgia	-----	-----

**Observation:** It can be observed that the maximum visits to your site were from Illinois & New York.

## 7. Traffic Analysis:

This section showcases the acquisition of users from various sources, including organic, direct, referral, social, etc.

Here we have attached a screenshot for your reference:



	1.87% <span style="color:red">▼</span> 61,947 vs 63,126	4.23% <span style="color:red">▼</span> 59,929 vs 62,578	0.38% <span style="color:red">▼</span> 84,572 vs 84,895	10.04% <span style="color:red">▲</span> 3,69% vs 3.85%	5.70% <span style="color:green">▲</span> 7.28 vs 6.89	6.98% <span style="color:green">▲</span> 00:02:13 vs 00:02:04	13.99% <span style="color:green">▲</span> 1,364 vs 1,723	13.69% <span style="color:green">▲</span> \$86,629.82 vs \$76,196.04	14.42% <span style="color:green">▲</span> 2.82% vs 2.03%
<input type="checkbox"/> 1. (Other)									
Jul 1, 2022 - Jul 31, 2022	23,307 (37.82%)	22,670 (37.82%)	27,858 (32.94%)	0.93%	7.32	00:01:50	567 (28.87%)	\$25,935.36 (29.94%)	2.04%
Jun 1, 2022 - Jun 30, 2022	18,515 (29.24%)	18,323 (29.28%)	22,423 (26.41%)	0.80%	6.28	00:01:39	442 (25.65%)	\$19,976.40 (26.22%)	1.97%
% Change	25.88%	23.72%	24.24%	15.37%	16.52%	11.33%	28.28%	29.83%	3.25%
<input type="checkbox"/> 2. Direct									
Jul 1, 2022 - Jul 31, 2022	17,648 (28.63%)	17,179 (28.67%)	24,701 (29.21%)	7.19%	6.94	00:02:07	532 (27.09%)	\$24,181.52 (27.91%)	2.15%
Jun 1, 2022 - Jun 30, 2022	25,779 (40.71%)	25,711 (41.09%)	32,676 (38.49%)	5.37%	6.97	00:01:52	502 (29.14%)	\$22,824.46 (29.95%)	1.54%
% Change	-31.54%	-33.18%	-24.41%	33.95%	-0.39%	13.74%	5.98%	5.95%	40.19%
<input type="checkbox"/> 3. Paid Search									
Jul 1, 2022 - Jul 31, 2022	17,412 (28.25%)	16,930 (28.25%)	26,631 (31.49%)	3.36%	7.20	00:02:29	705 (35.90%)	\$29,847.68 (34.45%)	2.65%
Jun 1, 2022 - Jun 30, 2022	15,881 (25.08%)	15,517 (24.80%)	24,713 (29.11%)	3.08%	6.91	00:02:24	626 (26.33%)	\$27,367.43 (29.92%)	2.53%
% Change	9.64%	9.11%	7.76%	8.99%	4.17%	3.29%	12.62%	9.06%	4.51%
<input type="checkbox"/> 4. Organic Search									
Jul 1, 2022 - Jul 31, 2022	2,813 (4.56%)	2,710 (4.52%)	4,688 (5.54%)	3.48%	9.41	00:03:19	121 (6.16%)	\$4,998.72 (5.77%)	2.58%
Jun 1, 2022 - Jun 30, 2022	2,719 (4.29%)	2,619 (4.19%)	4,416 (5.20%)	2.58%	9.26	00:03:39	104 (6.04%)	\$4,104.62 (5.39%)	2.36%
% Change	3.46%	3.47%	6.16%	34.69%	1.65%	-9.22%	16.35%	21.78%	9.60%
<input type="checkbox"/> 5. Social									
Jul 1, 2022 - Jul 31, 2022	381 (0.62%)	373 (0.62%)	517 (0.61%)	1.16%	7.34	00:02:25	29 (1.48%)	\$1,276.19 (1.47%)	5.61%
Jun 1, 2022 - Jun 30, 2022	343 (0.54%)	323 (0.52%)	428 (0.50%)	3.04%	7.19	00:02:17	31 (1.80%)	\$1,476.46 (1.94%)	7.24%
% Change	11.08%	15.48%	20.79%	-61.79%	1.98%	5.93%	-6.45%	-13.56%	-22.56%

**Observation:** The above screenshots show the website traffic coming from different channels.

## 8. Top Performing Page Statistics:

The following page statistics showcase the pages/URLs with a maximum number of page views, time spent, bounce rate, and exit rate.

Here we have attached a screenshot for your reference:

Page	Source / Medium	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
		44,095 <small>% of Total: 7.16% (615,639)</small>	18,560 <small>% of Total: 6.93% (267,905)</small>	00:00:26 <small>Avg for View: 00:00:21 (21.51%)</small>	4,804 <small>% of Total: 5.68% (84,530)</small>	3.37% <small>Avg for View: 3.69% (-8.67%)</small>	10.89% <small>Avg for View: 13.73% (-20.65%)</small>	\$3.90 <small>% of Total: 99.70% (\$3.91)</small>
1. /	google / organic	6,423 (14.57%)	2,657 (14.32%)	00:00:26	2,533 (52.73%)	0.83%	14.17%	\$1.33 (34.14%)
2. /collections/all	google / organic	2,675 (6.07%)	987 (5.32%)	00:00:17	198 (4.12%)	1.01%	6.65%	\$2.36 (60.57%)
3. /collections/featured-collection	google / organic	1,454 (3.30%)	630 (3.39%)	00:00:25	51 (1.06%)	0.00%	6.67%	\$1.56 (40.04%)
4. /collections/carry-all-encased-half-gallon-bottles	google / organic	1,316 (2.98%)	491 (2.65%)	00:00:14	45 (0.94%)	2.22%	4.10%	\$2.79 (71.58%)
5. /collections/featured-collection?page=2	google / organic	1,128 (2.56%)	414 (2.23%)	00:00:15	15 (0.31%)	0.00%	3.55%	\$1.91 (49.02%)
6. /collections/all?page=2	google / organic	1,042 (2.36%)	421 (2.27%)	00:00:19	19 (0.40%)	0.00%	5.28%	\$2.73 (69.98%)
7. /collections/featured-collection?page=3	google / organic	958 (2.17%)	416 (2.24%)	00:00:24	72 (1.50%)	1.39%	15.14%	\$1.41 (36.15%)
8. /products/jet-black-2-2l-half-gallon-water-bottle-with-storage-sleeve	google / organic	953 (2.16%)	392 (2.11%)	00:00:45	116 (2.41%)	0.00%	21.51%	\$1.78 (45.53%)

### TOP 5 MOST VIEWED PAGES

Pages	Users	New Users	Bounce Rate	Page/Session
/Homepage	-----	-----	-----	-----
/collections/all	-----	-----	-----	-----
/collections/featured-collection	-----	-----	-----	-----



/collections/carry-all-encased-half-gallon-bottles	-----	-----	-----	-----
/collections/featured-collection?page=2	-----	-----	-----	-----

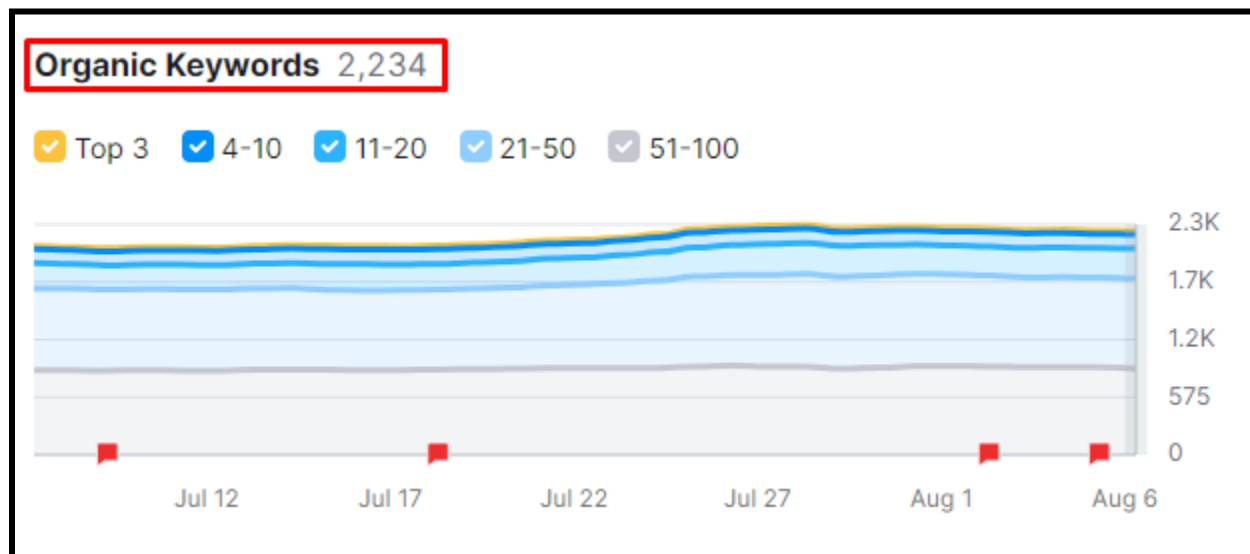
**Observation:**

The bounce rate of the website is improved. The homepage's bounce rate is very low, which shows that people were interested in visiting internal pages.

**9. Keyword Rankings:**

In -----, we ranked our website organically on ----- targeting keywords.

We have attached a screenshot for your reference:



We have targeted ----- keywords in our on-page & off-page SEO activities.

## 10. Top Search Queries Stats:

The following search query stats showcase the number of clicks and impressions that different search queries have on search engine results.

Here we have attached a screenshot for your reference:

Top queries	↓ Clicks	Impressions
h2o capsule	1,935	10,250
h20 capsule	1,430	8,553
h2o capsule water bottle	320	2,088
h20 capsule water bottle	272	1,719
h2o water bottle	249	4,669
h20 water bottle	208	3,014
h2o bottle	87	1,045
h20capsule	82	387
h2ocapsule	81	267
half gallon water bottle	68	11,189

THANK YOU