



LINK

CREATIVE DIGITAL AGENCY

Monthly Website Report

<http://fierce-penny.dev-gs.mystagingsites.io>

[Date Range]

Chaplin, Inc.,

Here is the report for your website for the past period. Please email us at erin.olson@getflywheel.com if you have any questions.

Thank you,

Link Creative Digital Agency

WELCOME

WELCOME

WELCOME

OVERVIEW

Website: <http://fierce-penny.dev-gs.mystagingsites.io>

Wordpress version: [version] | PHP version: [version]

- **WordPress updates**

We keep your plugins, themes, and WordPress version up-to-date.

- **Backups**

We run daily backups, saving your site files if we ever need them.

- **Security**

We have active monitoring and preventatives in place to keep your site secure.

- **Site optimization**

We use the latest technologies to keep your site fast and performant.

- **Analytics**

Understand your users & site trends with Google Analytics.

WordPress Version

Wordpress version: [version] | PHP version: [version]

Plugins

Total updates performed: **[total]**

[plugin name]	[update date]	[version]	→	[version]
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[plugin name]	[update date]	[version]	→	[version]
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[plugin name]	[update date]	[version]	→	[version]
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[plugin name]	[update date]	[version]	→	[version]
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Themes

Total updates performed: **[total]**

[theme name]	[update date]	[version]	→	[version]
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[theme name]	[update date]	[version]	→	[version]
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[theme name]	[update date]	[version]	→	[version]
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Backups

We run backups of your website every 24 hours, ensuring we have the latest version on hand in the event that we need to revert or resort your site.



Backups created: **[total]**

Security

SSL Certificate

Your site is verified and encrypted, meaning it's unreadable to hackers. This also helps with your SEO ranking.



SSL Certificate is active!

WAF

WAF (Web Application Firewall) identifies and filters out bad bots, always having its guard up to protect your site from attacks.



WAF enabled!

Site Optimization

We are making sure your site is as fast as possible!

Caching

Caching boosts your site load time and improves performance. A high performing site also performs better in search engines!



Caching enabled!

CDN

CDN (Content Delivery Network) helps deliver fast, quality web experiences to your end users regardless of their location, browser, device or network.



CDN enabled!



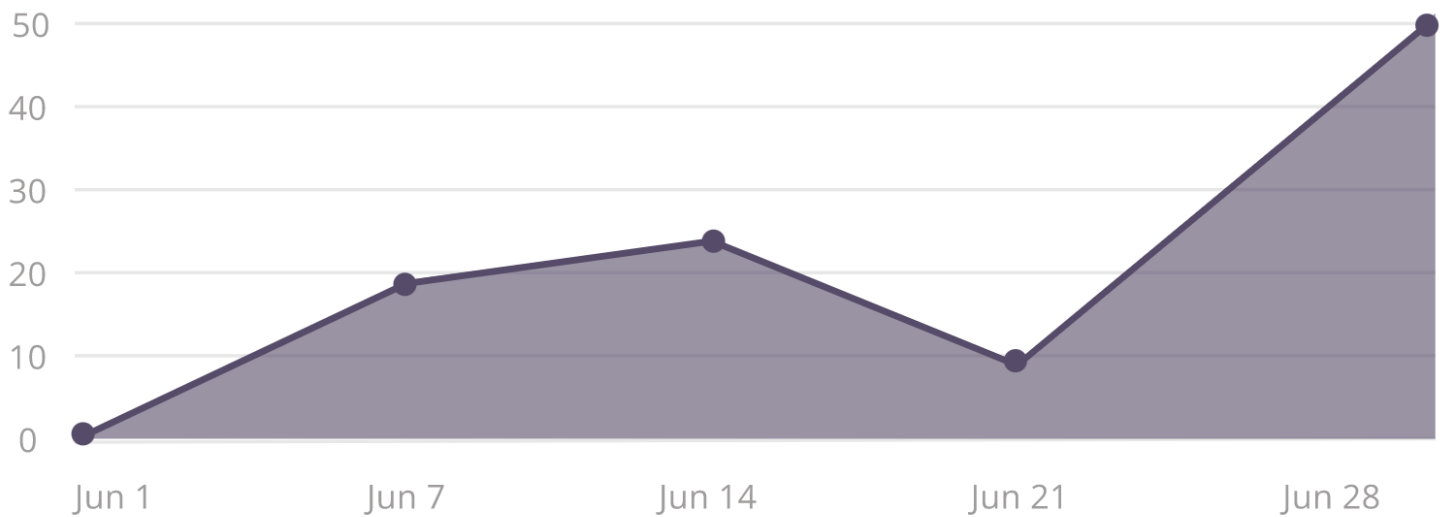
Google Analytics is one of the most popular digital analytics software that provides valuable in-depth detail about the visitors on your website.

[--]	[--]	[--]	[--]	[--]
New Users	Returning Users	Sessions	Avg. time on site	Bounce rate

New Users

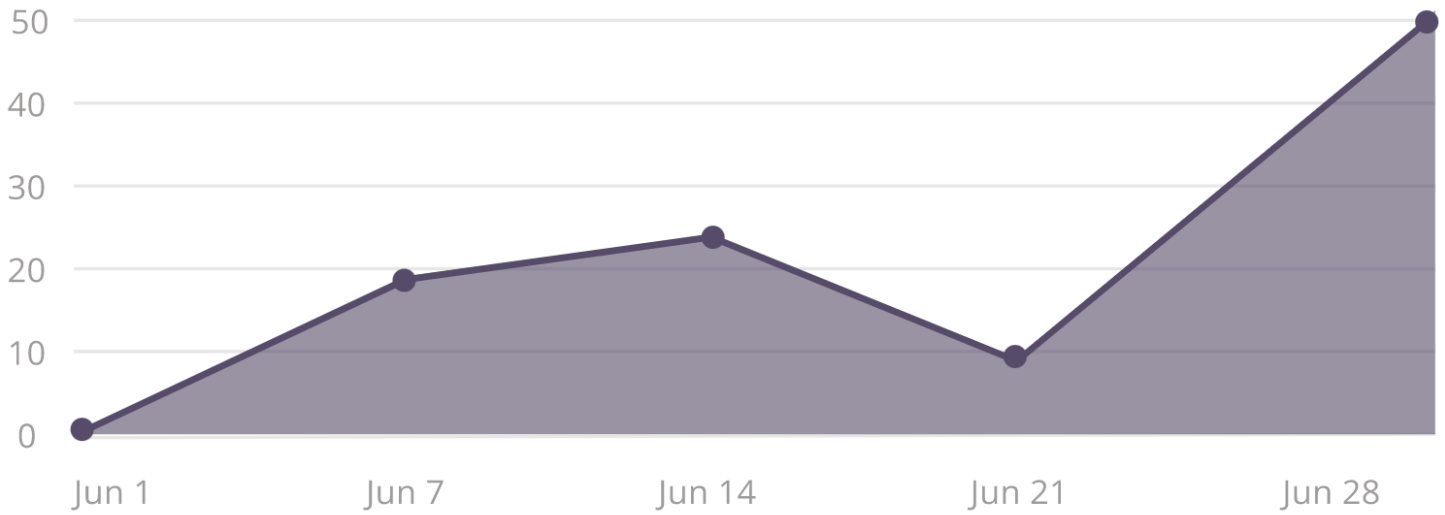
New users are users who have never been to your site before and have visited for the first time.

New users = potential new business!



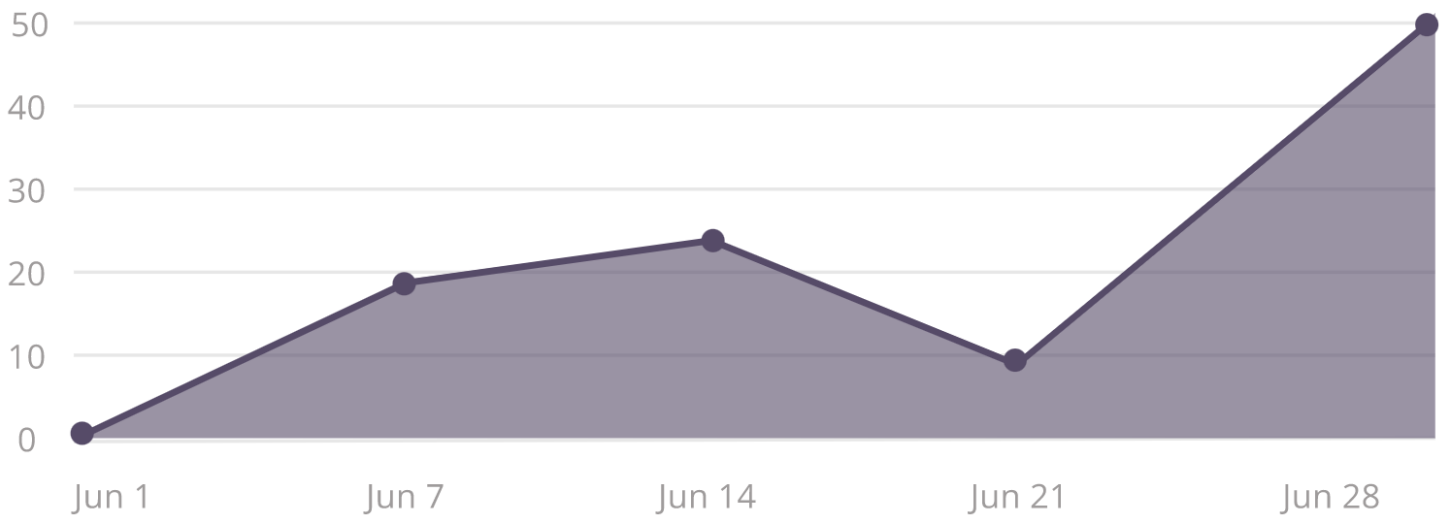
Returning Users

Returning users are defined as users who have been to your site before within a pre-determined timeframe, using the same device and browser.



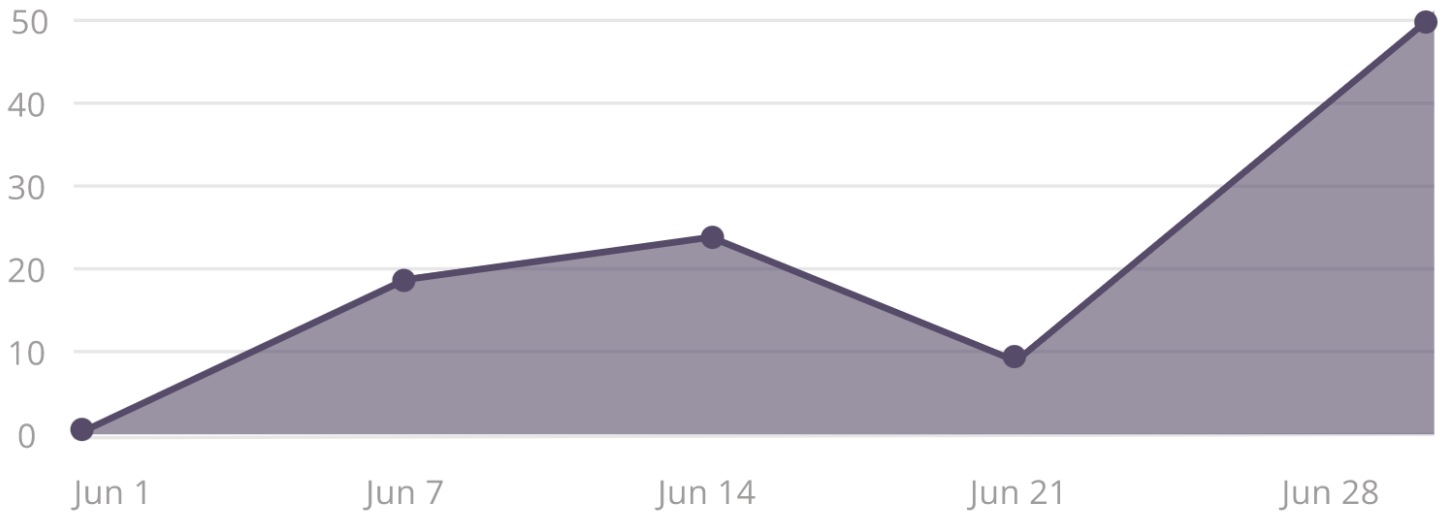
Sessions

Total sessions are the sum of every single time someone visits your website, regardless of if they are a new or returning visitor.



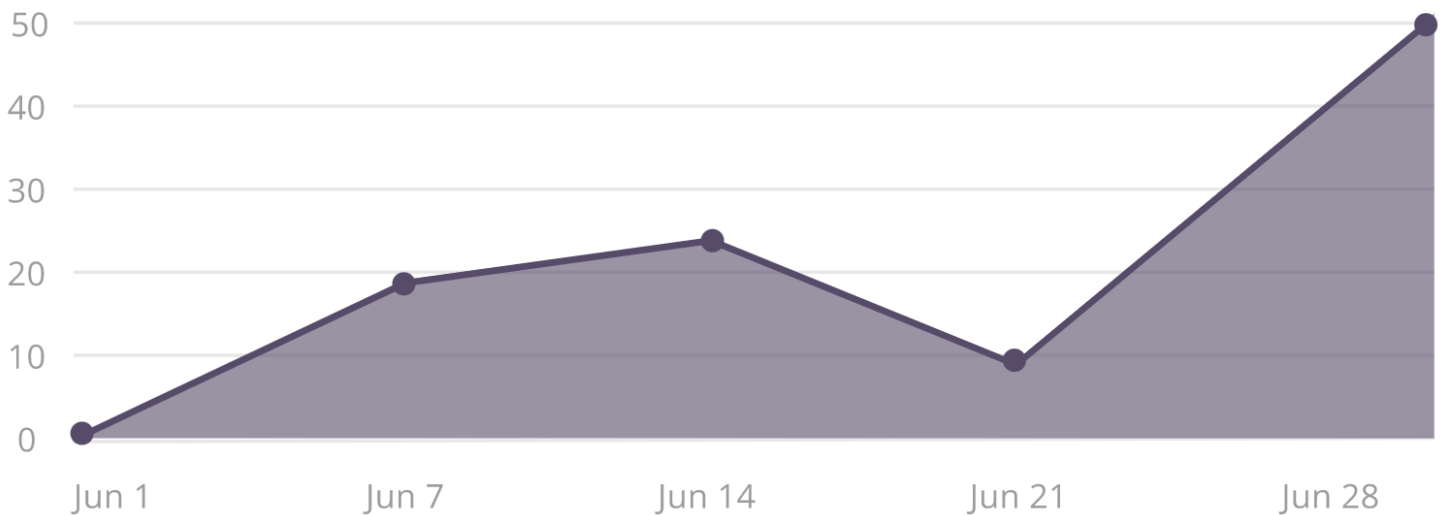
Average time on site

Average time on site is the average duration of time users spent viewing your site. The longer, the better!



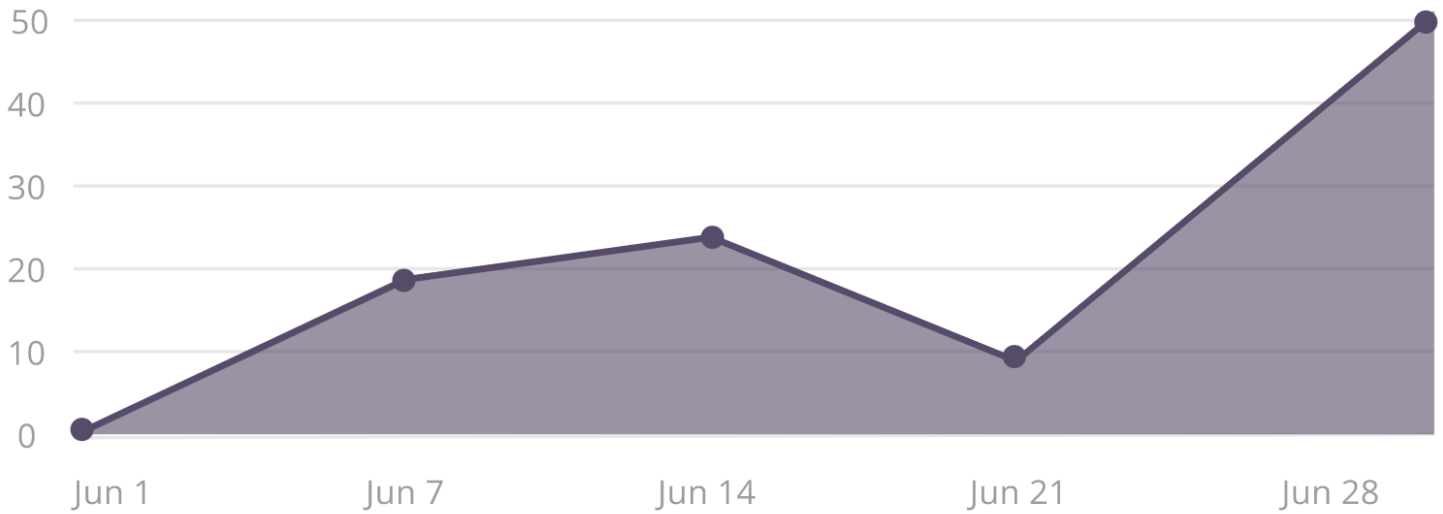
Bounce rate

Bounce rate is the percentage of visitors who navigate away from your site after viewing only one page. The lower, the better!



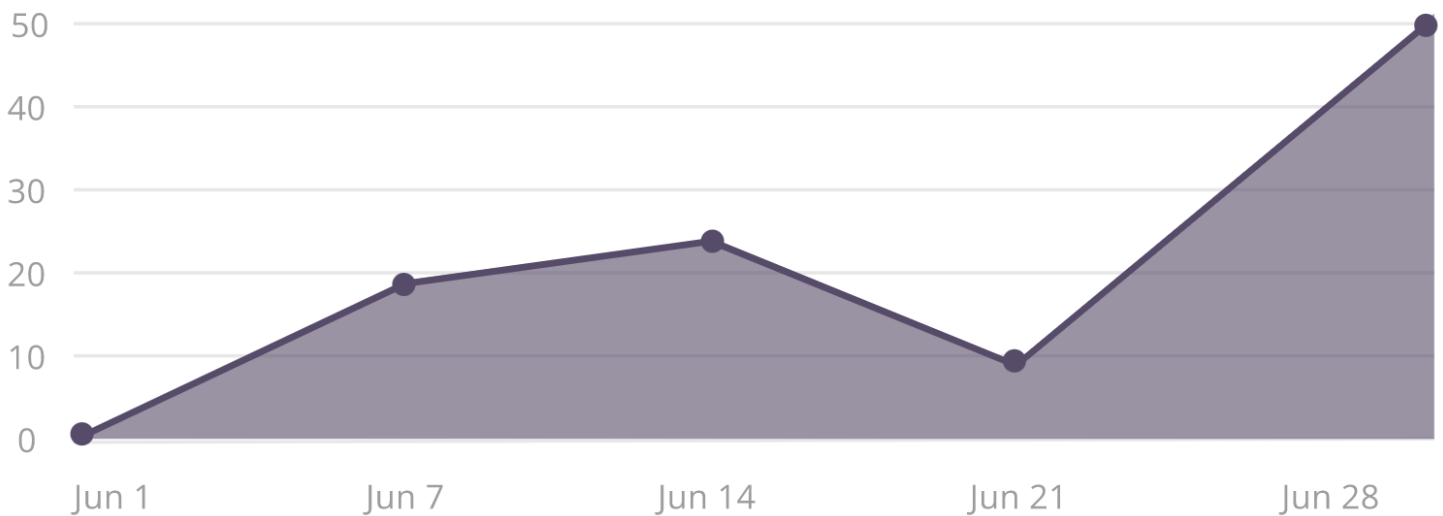
Conversion rate

Conversion rate is the percent of users that have completed set goals on your site, such as filling out a contact form or clicking on your phone number, for example.



Traffic sources

Traffic sources are the origin through which people have found your site.



Devices

This gives you an idea of what type of devices your users are on when visiting your site, primarily made up of mobile, tablet and desktop.

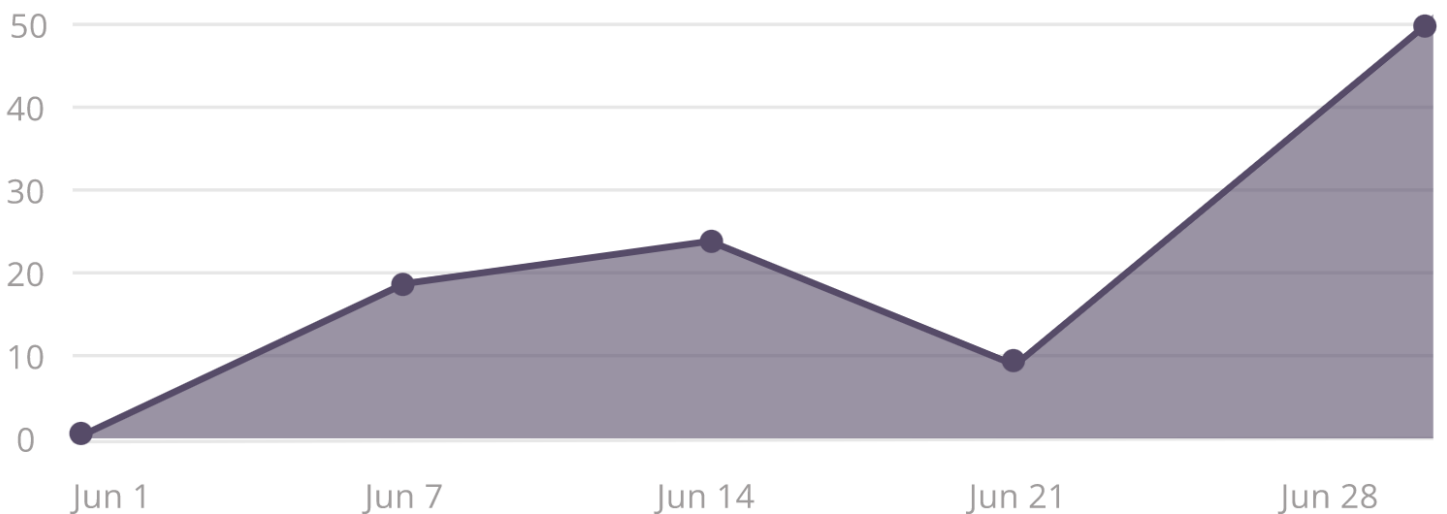


Desktop 63% ↑ 18%
 Tablet 20% ↓ 2%
 Mobile 20% ↑ 18%

TYPE	USERS	NEW USERS	SESSIONS
[type]	[users]	[new users]	[sessions]
[type]	[users]	[new users]	[sessions]
[type]	[users]	[new users]	[sessions]
Totals	[total users]	[total new]	[total sessions]

Page visits

These are your top performing pages on your website, determined by number of visits to each one.



Top goals

These are the top performing goals that we have set up on your website. It's great to see users taking action!

