



FOX BLOOM  
CREATIVE

# Fox Bloom Care Report

[devoted-coil.dev-gs.mystagingsites.io](https://devoted-coil.dev-gs.mystagingsites.io)

Aug 5, 2021 - Sep 4, 2021

Autumn's Awesome Sauce,

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

**WELCOME**

WELCOME

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Website: [devoted-coil.dev-gs.mystagingsites.io](https://devoted-coil.dev-gs.mystagingsites.io)

Wordpress version: 5.8.0 | PHP version: 7.4

- **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 Updates

## WordPress Version

Wordpress version: 5.8.0 | PHP version: 7.4

## Plugins

Total updates performed: **11**

PLUGIN	DATE	VERSION
advanced-custom-fields	2021-08-30	5.9.9 → 5.10.1
elementor	2021-08-30	3.4.2 → 3.4.3
auto-terms-of-service-and-privacy-policy	2021-08-30	2.4.7 → 2.4.8
wordpress-seo	2021-08-30	16.9 → 17.0
autoupdater	2021-08-30	5.1.0 → 5.2.16
elementor	2021-08-23	3.4.0 → 3.4.2
elementor	2021-08-16	3.3.1 → 3.4.0
auto-terms-of-service-and-privacy-policy	2021-08-16	2.4.5 → 2.4.7
wordpress-seo	2021-08-16	16.8 → 16.9
jupiterx-core	2021-08-09	1.22.2 → 1.23.0
menu-icons	2021-08-09	0.12.8 → 0.12.9

## 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: 35**

### Latest Backup

FINALLY FRIDAY

Just another WordPress site

Hello world!

Welcome to WordPress. This is your first post. Edit or delete it, then start writing!

# 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!**

 Google Analytics

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

**1847**

New Users

**153**

Returning Users

**2097**

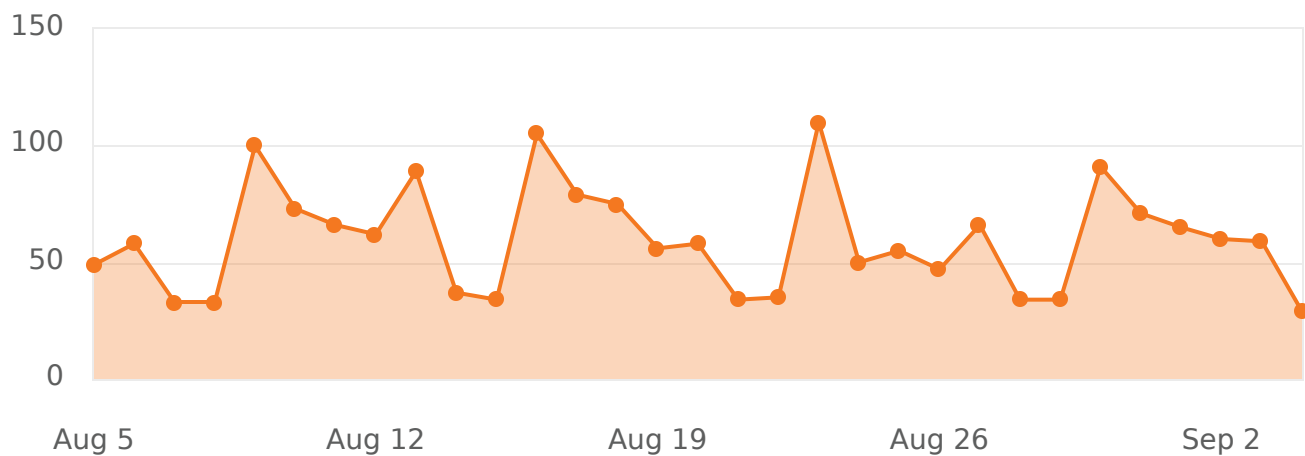
Sessions

**00:00:36**Avg. time  
on site**76.78%**

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!

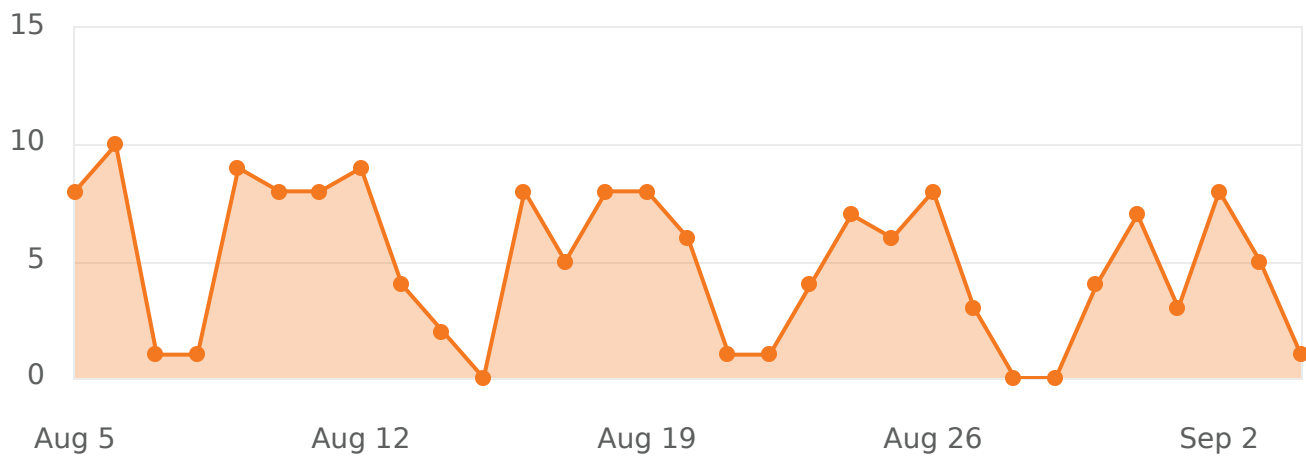






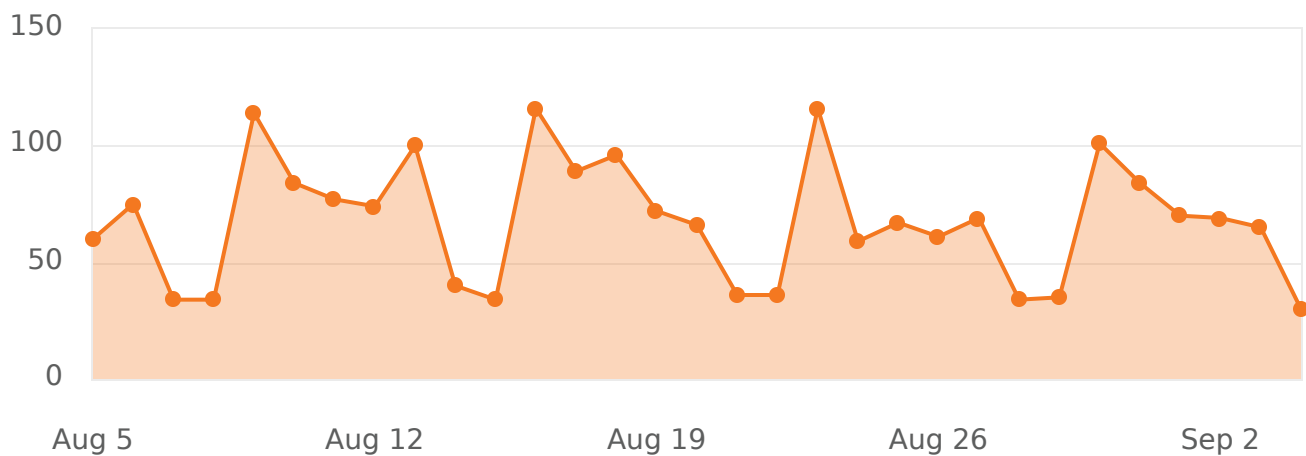
## Returning Users

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

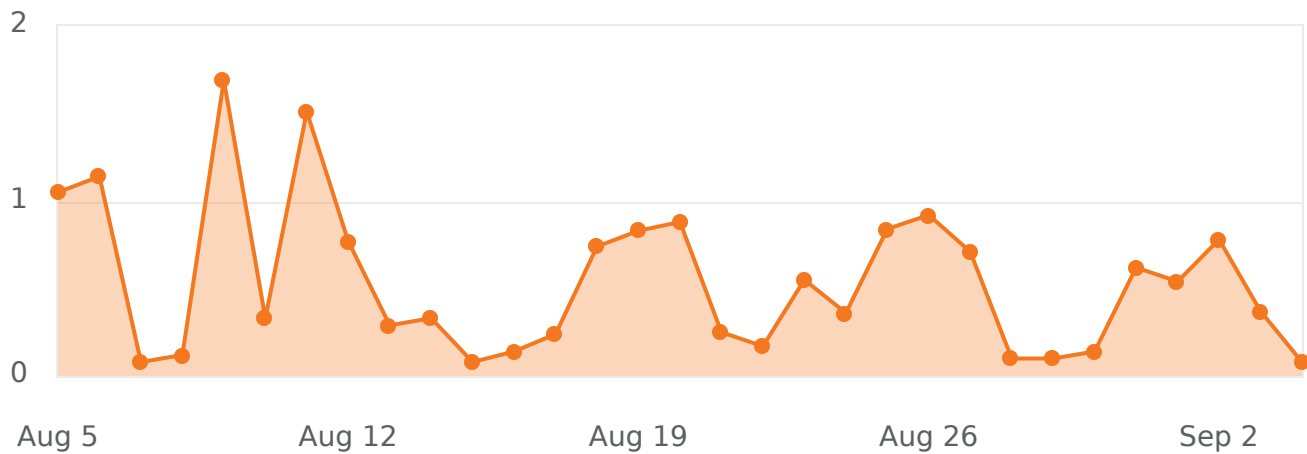
Total sessions are the sum of every single time someone visits your website, regardless of if they are a new or returning visitor.





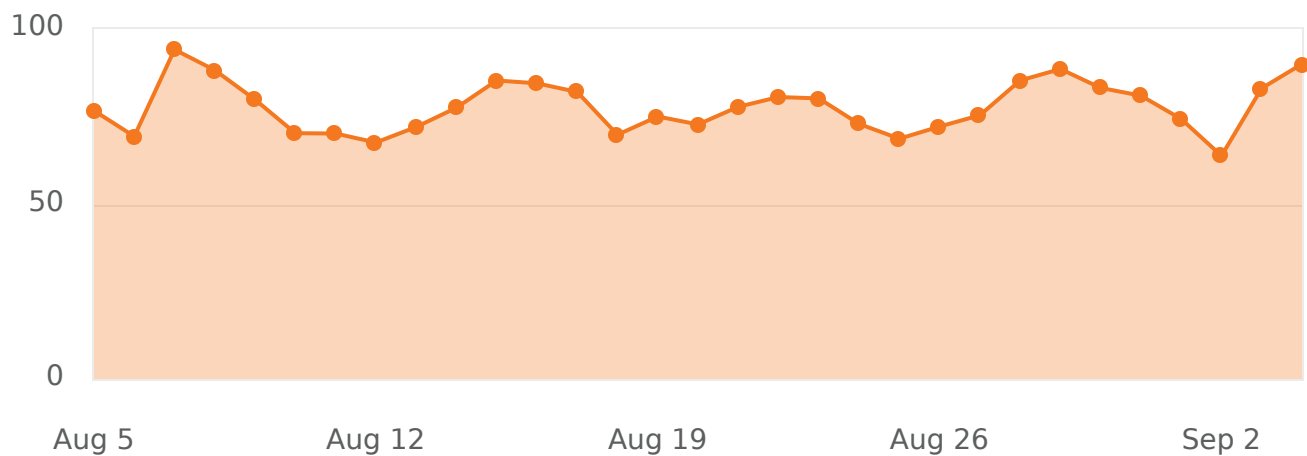
## Average time on site

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



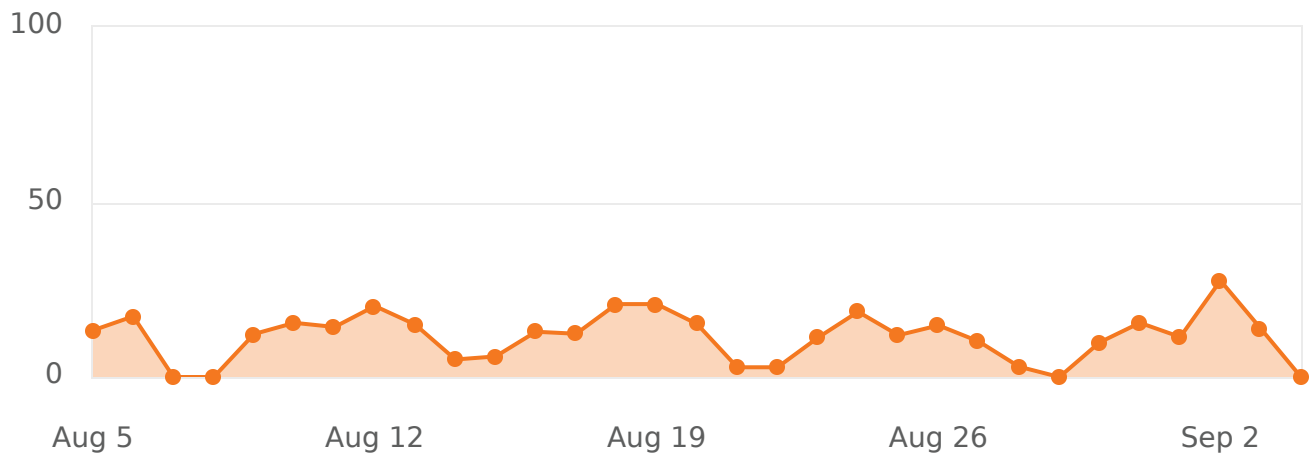
## Bounce rate

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.

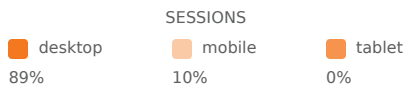
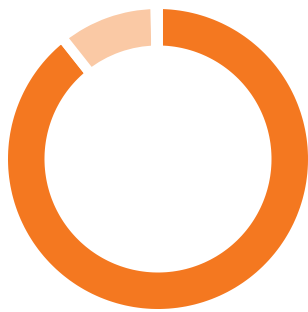


**Social**      **Paid Search**      **Direct**

CHANNEL GROUP	USERS	NEW USERS	SESSIONS
Direct	1181	1177	1207
Paid Search	484	456	586
Organic Search	168	148	227
Social	52	50	53
Referral	17	16	24

## 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.



TYPE	USERS	NEW USERS	SESSIONS
desktop	1676	1641	1874
mobile	203	201	218
tablet	5	5	5
Totals	1884	1847	2097

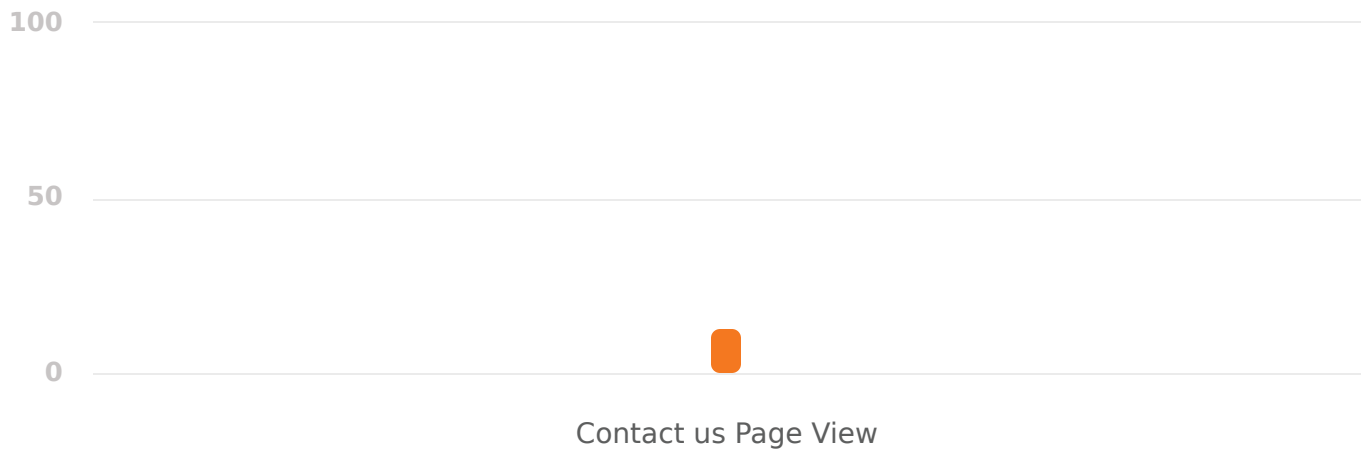
## Page visits

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

PAGE	PAGE VIEWS	UNIQUE PAGE VIEWS	AVG. TIME	BOUNCE RATE
/	516	413	00:01:24	71.39
/contact	314	262	00:01:08	75.00
/web-design-services	191	157	00:01:21	46.46
/marketing-services	188	139	00:00:45	70.00
/internet-marketing-services	96	75	00:00:15	66.67

## Top goals

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





## Other work done in this period:

- Updated hero image
- Updated Google My Business listing
- Added 2 new blog posts
- Posted 5 times to Facebook page