SEO MONTHLY REPORT

MAY 2022

Client: Barkalicious Biscuitbar

URL: https://barkaliciousbiscuitbar.com/

Month: May 2022

GLOSSARY

1. **Organic –** earning results in the search engine, not with the help of a paid advertisement.

2. **Crawling –** it is a process in which the search engine analyzes your webpage.

3. **Indexing –** storing and shaping of the content found during crawling.

4. **Query –** words searched in a search bar. For example, typing content writing in the search bar will be the query.

5. **Search Engine –** a program that keeps several items in the database to match the input by the user. For example, Google, Yahoo, and Bing.

6. **Ranking –** The position of your keyword on Google's SERPs.

7. **SERP –** it stands for the search engine results page. The page appears after the search.

8. **Traffic –** number of visitors to a website.

9. **URL –** it stands for uniform resource locators. Address of your website that shows your presence on the internet.

10. **Backlinks –** links that point towards your website. It is also known as inbound links.

11. **Sitemap –** number of URLs on your site that visitors can discover to see the content.

12. **Search Volume –** how many times a particular keyword searched. For example, many times, the content writer searched on Google, or any other search engine will be the search volume.

13. **Anchor text –** the text which is hyperlinked and redirected to a page.

14. **Redirection –** when typed URL moved from one location to another. 301 is a permanent redirection, and 302 is a temporary redirection.

15. **DA –** it stands for Domain Authority. It is a domain ranking ability.

16. **Link Building –** creating links to your website by yourself. This process involves earning links to your site to rank on the search engine.

17. **Link Profiling –** all the inbound links to select URL, subdomain, or domain.

18. **Referral Traffic –** traffic on your website appears on another site. For example, if anyone opened Facebook, Google Analytics will feature visitors as facebook.com/referral in the report.

19. **Spam Score –** a domain risk of penalization.

20. **Channel –** attain traffic from organic search and social media.

21. **Search Traffic** – number of visits sent to your website from search engines.

22. **Time-on-page** – the amount of time a visitor spent on the page before clicking on the other website page.

23. **Page Views** – number of times a visitor opens a particular page on a website.

24. **On-page** – optimization of individual web pages to rank, and earn high relevant traffic in search engines.

25. **Off-page** – actions are taken outside your website to bring it in rankings of search engines.

26. **Landing Page –** these are target pages that a visitor lands on using a certain keyword.

27. **New vs Returning Users –** it monitors the number of times an individual visits your website.

28. **Geo Locations –** this explains the number of traffic visiting a website from different countries.

OVERVIEW:

This is the monthly report of "**Barkalicious Biscuitbar**" which covers all aspects of the website's performance and the essentials required in order to move forward in the coming months to produce better results. We are currently working on improving the website's overall performance and on techniques as well to raise the traffic.

In this report, you will find that we have covered the following details in contrast to the previous month:

1. Overall Traffic
2. New & Returning visitors
3. How Traffic is acquired on your website
4. Landing pages
5. User Behavior
6. GEO Location
7. Mobile & Desktop Users
8. Rankings of Specific Keywords
9. Click & Impressions
10. All Off-Page Activities
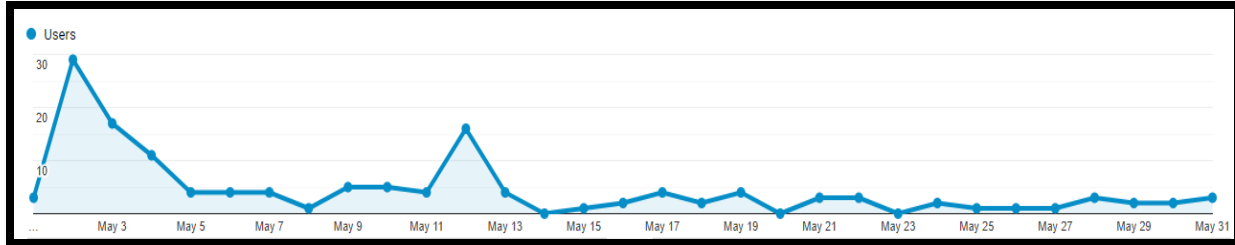11. Next month's Plan

REPORTING PERIOD:
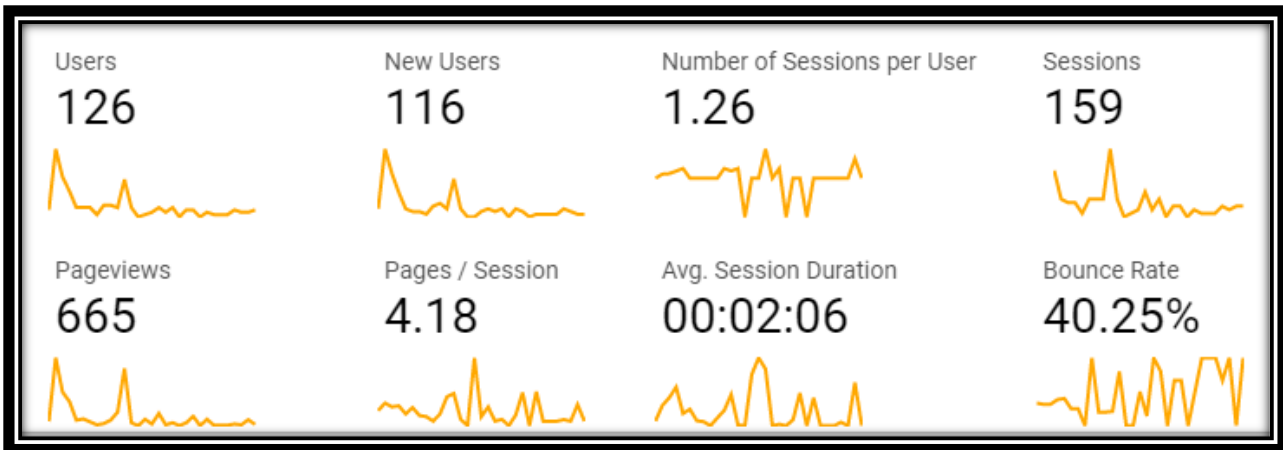
Mar 1, 2022 - Mar 31, 2022

Google Analytics Audience Overview

According to Google Analytics, the website's overall Traffic during the period was as follows:

Based on the data provided by google analytics, the number of users that have visited your website is **126** and the total number of sessions was **159.**
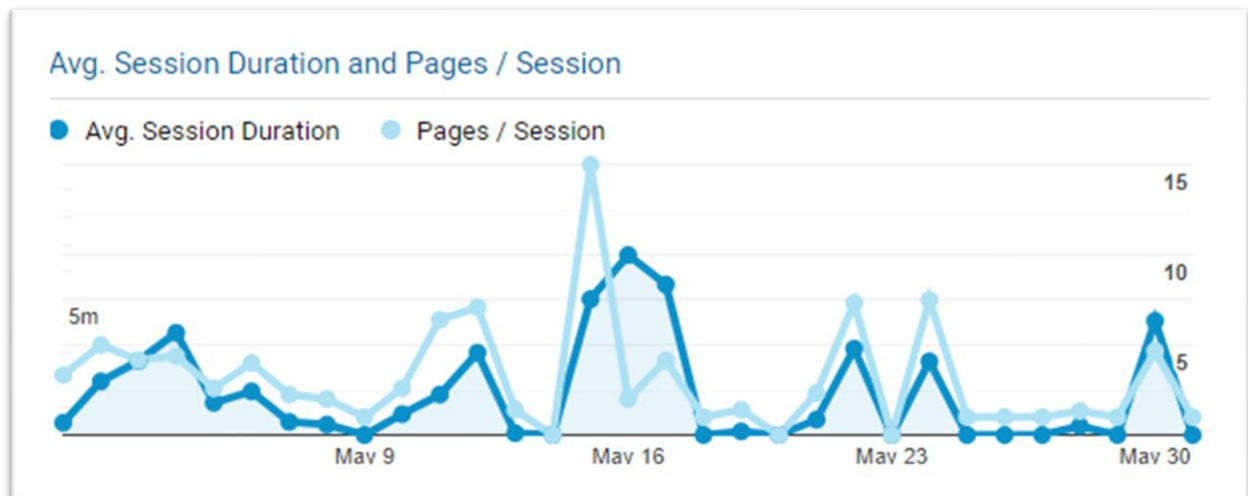

Users	New Users	Number of Sessions per User	Sessions
126	116	1.26	159

Pageviews	Pages / Session	Avg. Session Duration	Bounce Rate
665	4.18	00:02:06	40.25%

NEW & RETURNING VISITORS:

The number of new visitors compared to last month has also increased by 73%.
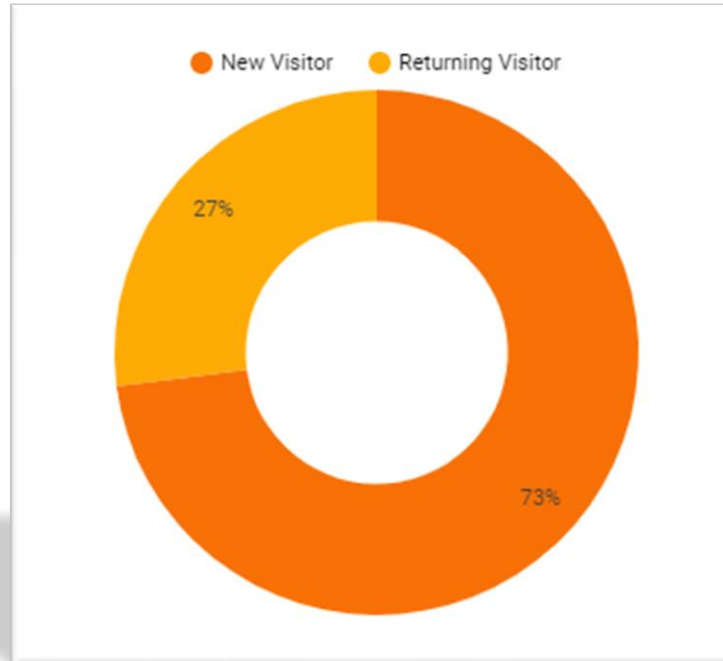
Avg. Session Duration and Pages / Session:

Google Analytics Acquisition Overview

Top Acquisition Channels
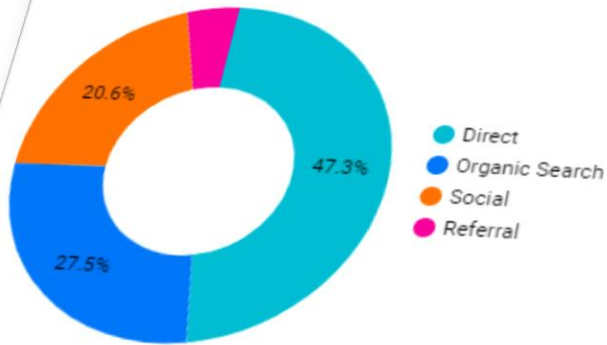
- 47.3% — Direct
- 27.5% — Organic Search
- 20.6% — Social
- Referral

Country breakdown

	Continent	Users	New Users
1.	Americas	102	95
2.	Asia	16	13
3.	Europe	8	8

Country Breakdown:

NUMBER YOU RECEIVE TRAFFIC FROM MULTIPLE COUNTRIES. THIS SHOWS THE COUNTRIES AND THE NUMBER OF USERS THAT YOUR WEBSITE IS RECEIVING RESPECTIVELY IN THE MONTH OF MAY 2022.

Google Analytics Behaviors Overview

THIS SHOW THE BREAKDOWN OF PAGES WITH THE MOST POPULAR META TITLE THAT ARE UPDATED ON THE WEBSITE.

	Page Title	Pageviews
1.	Best Online Birthday Do...	167
2.	Buy Best Dog Biscuit, C...	114
3.	Buy Dog Birthday Cake ...	54
4.	Custom Made Dog Birt...	38
5.	Cookies - Nicole Afseth	36
6.	All - Nicole Afseth	33
7.	Crunch Everyday Treats...	30
8.	Custom Cookies - Nicol...	23
9.	Custom Dog Birthday C...	20
10.	Gallery	Barkalicious Bi...	18

Landing Pages:

	Page	Pageviews
1.	/	156
2.	/shop/	43
3.	/product/decorated-cus...	38
4.	/product-category/cook...	36
5.	/product-category/all/	33
6.	/product-category/crun...	29
7.	/product/basic-cakes/	29
8.	/product-category/cust...	23
9.	/product/woofles/	20
10.	/product/custom-cakes/	19

Overview of your user Behaviors:

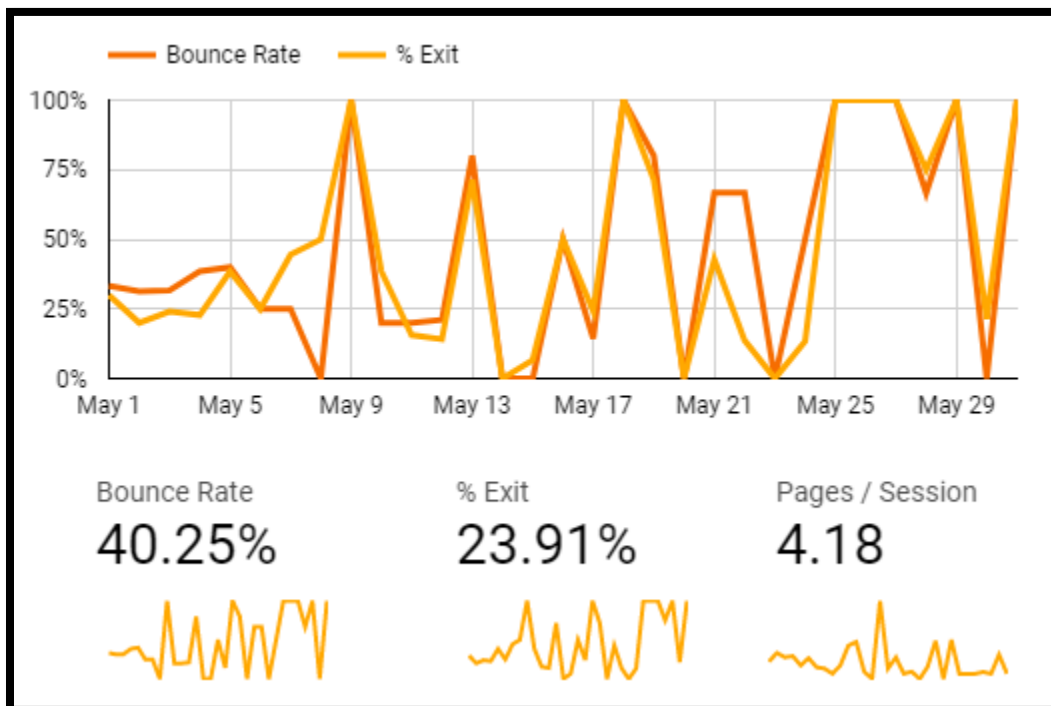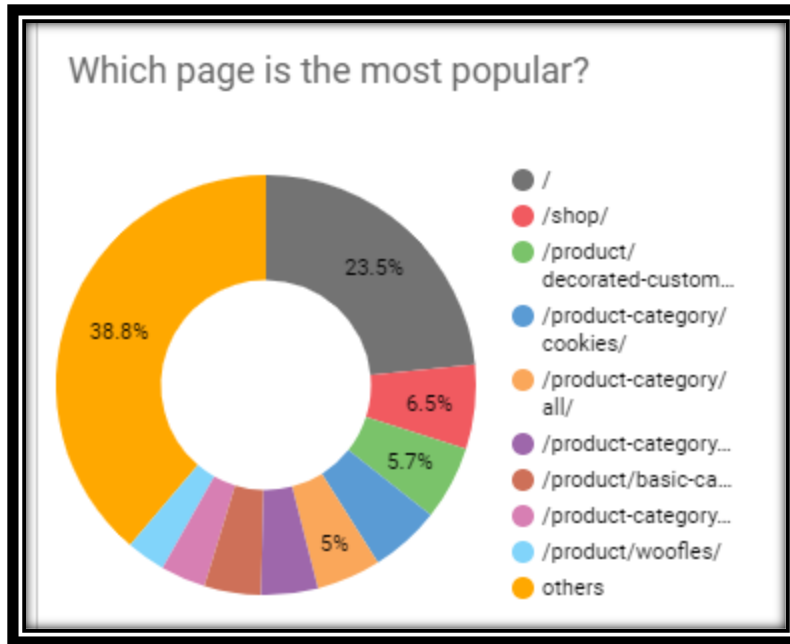THIS SHOWS THE OVERALL BEHAVIOR OF USERS AND THE AMOUNT OF TIME THEY'RE SPENDING ON YOUR WEBSITE.

Pageviews	Unique Pageviews	Avg. Time on Page
665	529	00:00:39

Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Durat...
	Acquisition			**Behavior**		
	Sessions 159.0	Users 126.0	New Users 116.0	Bounce Rate 40.3%	Pages / Session 4.2	Avg. Session Duration 02:06
(direct) / (none)	79	62	60	32.91%	3.97	00:02:24
google / organic	43	36	30	48.84%	4.42	00:02:06
l.instagram.com ...	18	16	14	22.22%	6	00:01:57
l.facebook.com /...	7	5	2	28.57%	5.14	00:02:44
facebook.com / ...	6	6	6	100%	1	00:00:00
projectcamp.io / ...	2	2	1	100%	1	00:00:00
yandex.uz / refer...	1	1	1	100%	1	00:00:00
eventbrite.com / ...	1	1	0	100%	1	00:00:00
saaeonline.com ...	1	1	1	100%	1	00:00:0

Bounce Rate:

The month of May this is showing the website Bounce Rate Ratio of **40.25%.**
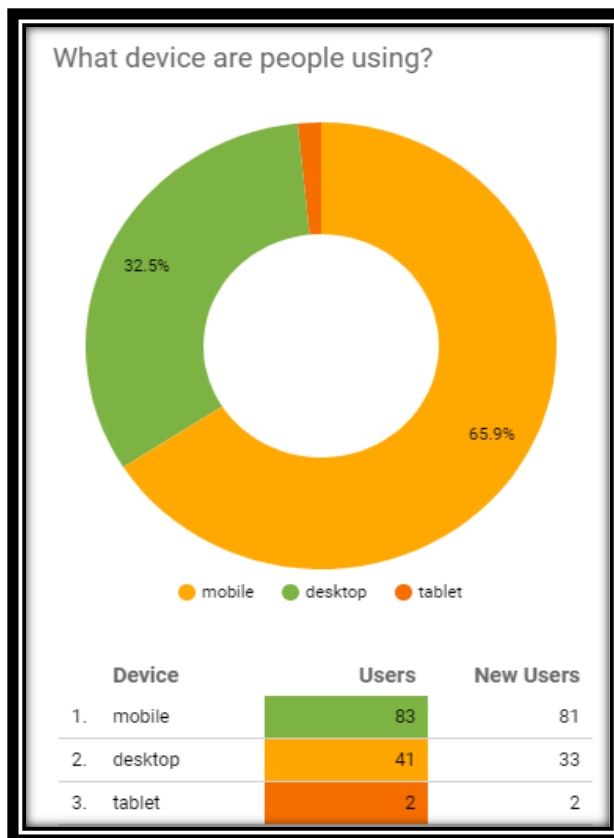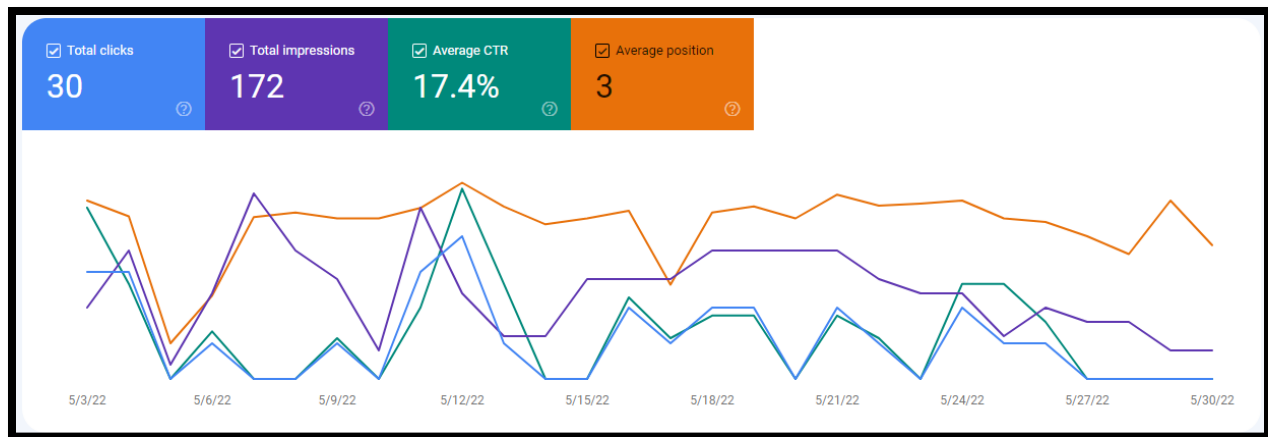
The most popular pages:

Which page is the most popular?

- / 23.5%
- /shop/ 6.5%
- /product/decorated-custom... 5.7%
- /product-category/cookies/ 5%
- /product-category/all/
- /product-category...
- /product/basic-ca...
- /product-category...
- /product/woofles/
- others 38.8%

What device are people using?

This is showing that people are visiting our website through these devices.

What device are people using?

- mobile 65.9%
- desktop 32.5%
- tablet

	Device	Users	New Users
1.	mobile	83	81
2.	desktop	41	33
3.	tablet	2	2

Clicks and Impressions:

OFF-PAGE OPTIMIZATIONS

Following off-page optimizations have been conducted on the website

- Business Profiles have been created to diversify link profile.
- Blogs have been submitted as guest posts for link acquisition.
- Guest blogging for link acquisition.
- Articles have been shared on various platforms.
- Bookmarking of blogs on different platforms is conducted.