

# SEO MONTHLY REPORT

*July 2022*

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**Global Events World Wide**

<https://globaleventsworldwide.net/>

## GLOSSARY

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

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

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

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

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

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

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

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

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

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

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

**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.

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

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

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

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

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

**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.

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

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

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

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

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

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

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

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

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

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

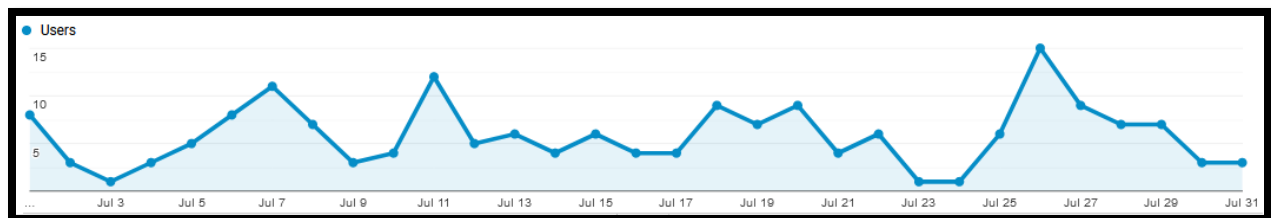
## Overview:

This is the monthly report of **Global Events World Wide** 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.

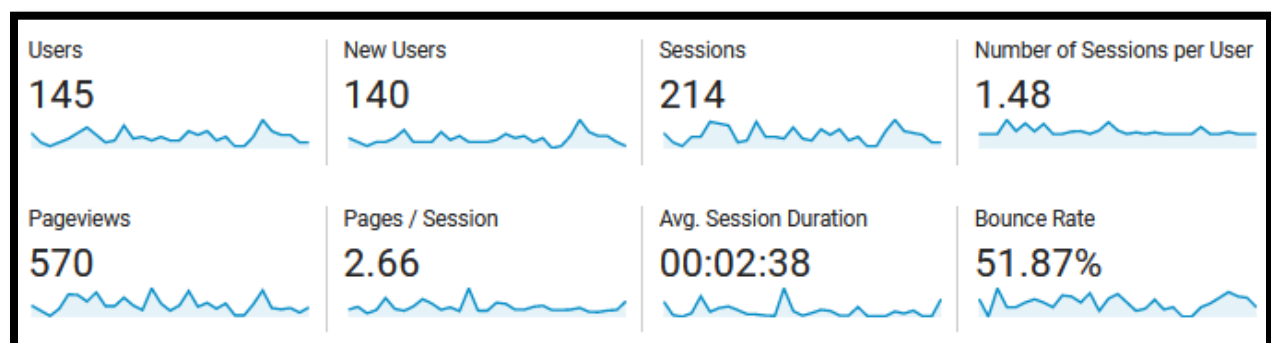
In this report, you find that we've covered the following details:

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. Conversions
8. Next month's Plan

## Traffic (Overall):

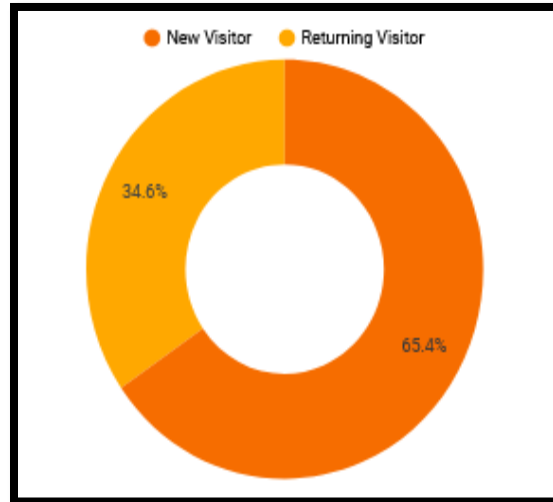


Based on the data provided by google analytics, the number of users that have visited your website is **145** and the total sessions were **214**. The average time a user has spent on your website is of about **02:38** minutes.



## New & Returning Visitor:

You've received 65.4% visitors in the month of July 2022 and the number of visitors that return to your website is 34.6%.



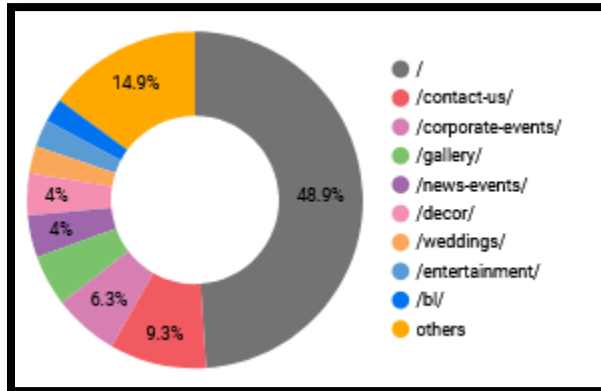
## Traffic (Channels):

These are the channels through which your website gains traffic from. This is specifically for the month of July 2022.

Source / Medium	Acquisition			Behavior			Conversions
	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate
	214.0	145.0	140.0	51.9%	2.7	02:37	19.6%
Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Durat...	Goal Conversion ...
google / organic	113	72	71	47.79%	2.58	00:02:07	17.7%
(direct) / (none)	69	57	56	63.77%	2.2	00:02:00	21.74%
bing / organic	12	8	6	33.33%	4.42	00:06:08	16.67%

## Which page is the most popular?

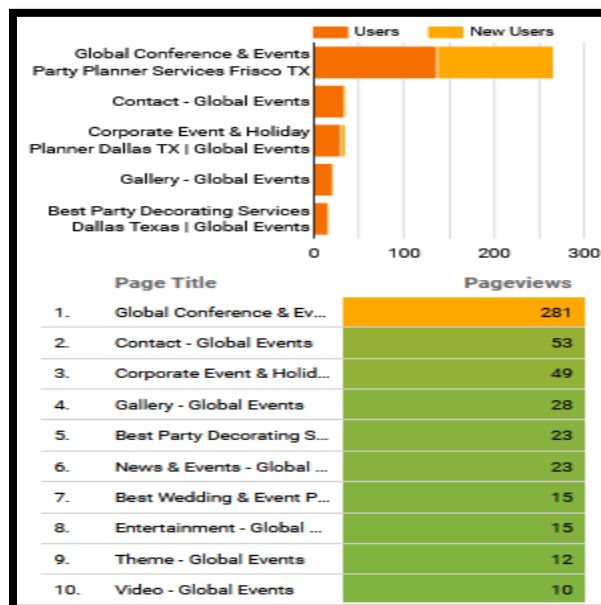
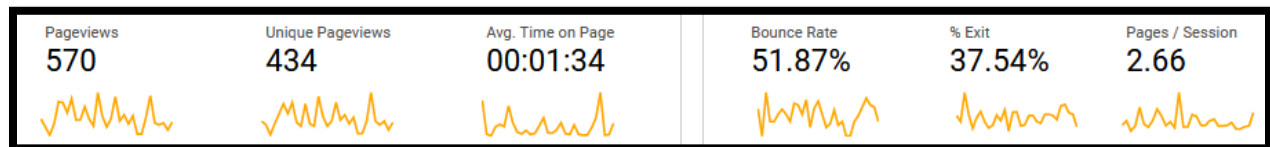
Below are the top 8 landing pages on which users have interacted more:



Page		Pageviews
1.	/	279
2.	/contact-us/	53
3.	/corporate-events/	36
4.	/gallery/	28
5.	/news-events/	23
6.	/decor/	23
7.	/entertainment/	15
8.	/weddings/	15

## User Behavior:

This shows the overall behavior of users and the amount of time they're spending on your website

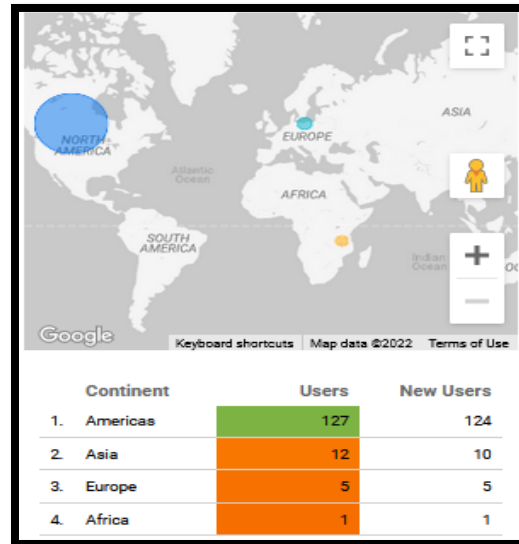


## Most popular pages with title breakdown:

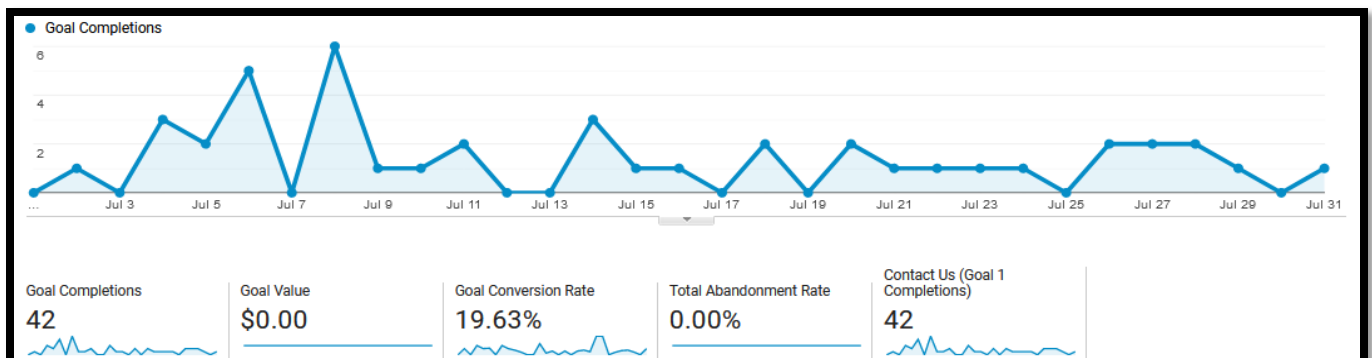
This shows the breakdown of pages with most popular Meta Title that are updated on the website

## GEO Location

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 July 2022



## Conversions



## Conversions Source

Goals	Source / Medium	Goal Completions	% Goal Completions
Goal Completion Location			
Source / Medium			
	1. google / organic	20	47.62%
	2. (direct) / (none)	15	35.71%
	3. linkedin.com / referral	3	7.14%
	4. bing / organic	2	4.76%
	5. l.instagram.com / referral	1	2.38%
	6. mail.yahoo.com / referral	1	2.38%

## **Next Month's Plan**

- Link building on targeted domains.
- Creation of Business Listings.
- Creation of Business Profiles.
- Guest blogging for backlink acquisition
- Social bookmarking of blogs that are to be created.