SEO MONTHLY REPORT

SEPT 2022

Global Events Worldwide

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.

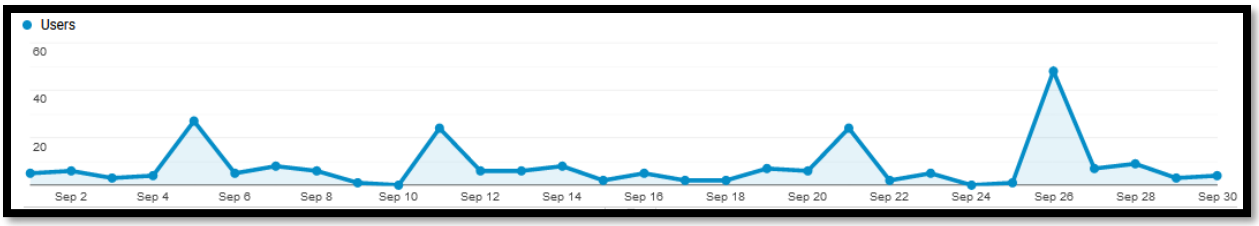
Overview:

This is the monthly report of **Global Events Worldwide**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.

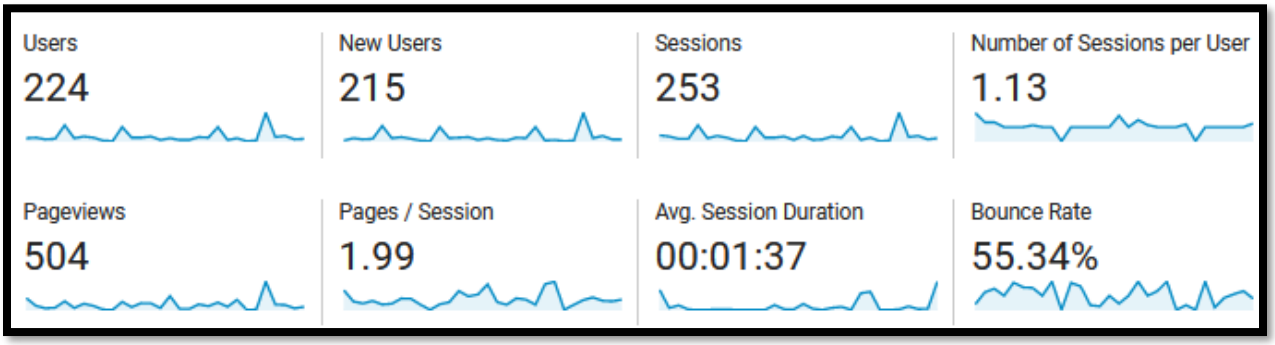
In this report, you find that we've covered the following details:

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. All Off-Page Activities
8. Next month's Plan

Traffic (Overall):

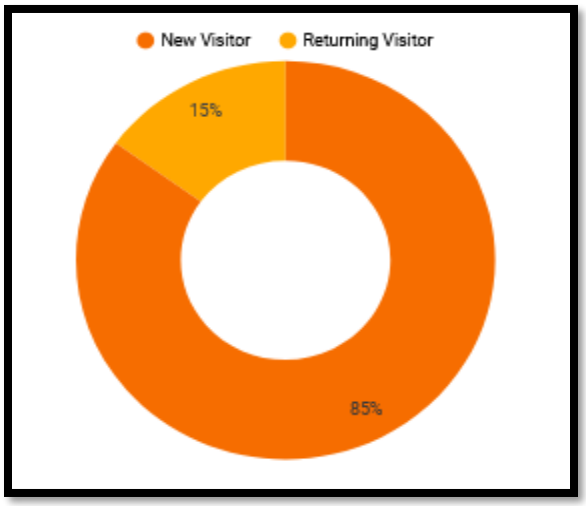


Based on the data provided by google analytics, the number of users that have visited your website is 224 and the total sessions were 253. The average time a user has spent on your website is of about 01:37 minutes.



New & Returning Visitor:

You've received 85% visitors in the month of Sept 2022 and the number of visitors that return to your website is 15%.



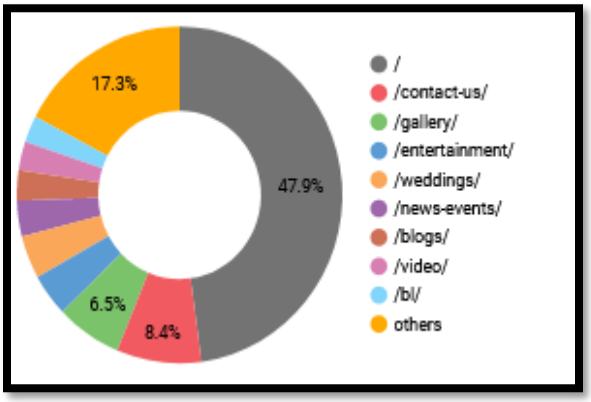
Traffic (Channels):

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

	Acquisition			Behavior			Conversions		
	Sessions 253.0	Users 224.0	New Users 215.0	Bounce Rate 55.3%	Pages / Session 2.0	Avg. Session Duration 01:37	Goal Conversion Rate 7.5%	Goal Completions 19.0	Goal Value No data
Source / Medium	Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg Session Durat...	Goal Conversion ...	Goal Completions	Goal Value
(direct) / (none)	169	161	154	62.72%	1.59	00:01:30	7.1%	12	$0
google / organic	63	47	45	34.92%	2.83	00:01:58	11.11%	7	$0
projectcamp.io / ...	7	3	3	14.29%	5.57	00:04:16	0%	0	$0
facebook.com / ...	4	4	4	100%	1	00:00:00	0%	0	$0
bing / organic	3	3	3	66.67%	1.67	00:00:03	0%	0	$0
baidu / organic	2	2	2	100%	1	00:00:00	0%	0	$0
yahoo / organic	2	2	2	100%	1	00:00:00	0%	0	$0
duckduckgo / or...	1	1	1	0%	2	00:00:14	0%	0	$0
l.facebook.com /...	1	1	0	100%	1	00:00:00	0%	0	$0

Which page is the most popular?

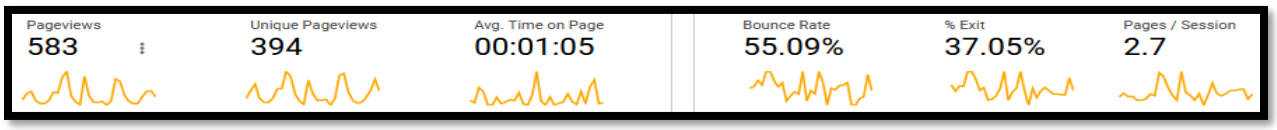
Below are the top 10 landing pages on which users have interacted more:

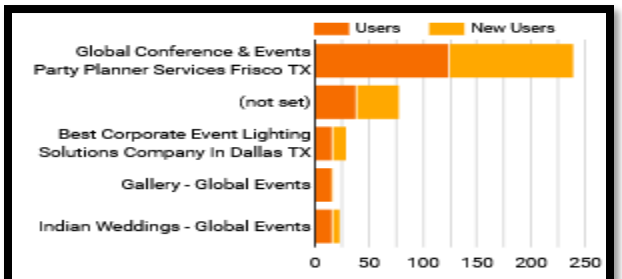


	Page	Pageviews
1.	/	226
2.	/wedding-entrances/	38
3.	/gallery/	32
4.	/indian-weddings/	23
5.	/contact-us/	22
6.	/weddings/	15
7.	/corporate-events/	12
8.	/bars/	12
9.	/corporate-entrances-a...	11
10.	/stages/	10

User Behavior:

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





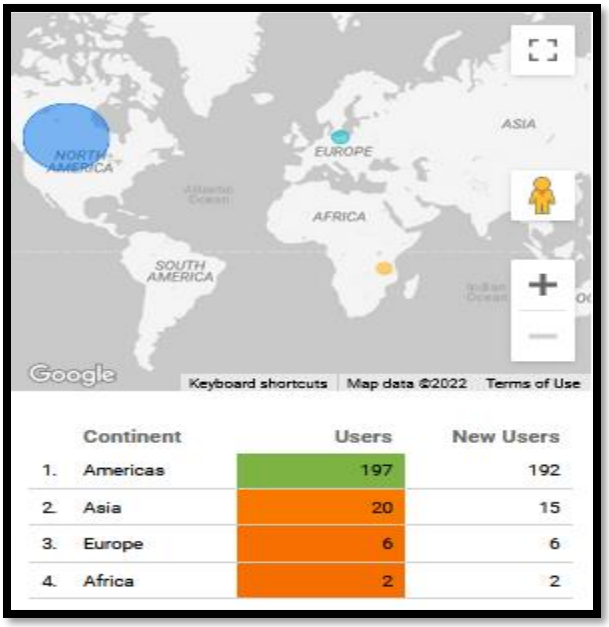
	Page Title	Pageviews
1.	Global Conference & Ev...	191
2.	(not set)	78
3.	Wedding Entrances - Gl...	40
4.	Gallery - Global Events	27
5.	Indian Weddings - Glob...	23
6.	Contact - Global Events	19
7.	Best Corporate Event Li...	19
8.	Best Wedding & Event P...	15
9.	Corporate Event & Holid...	12
10.	Corporate Entrances an...	11

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 Sept 2022



	Continent	Users	New Users
1.	Americas	197	192
2.	Asia	20	15
3.	Europe	6	6
4.	Africa	2	2

Rankings of Specific Keywords:

After recently completing the process of anchor search, we found out that more keywords are appearing in the Search Engine Result Pages (SERPs) and they are improving as optimizations and multiple activities are continuously taking place.

S.NO	**Keyword**	**30-Set-**2022
1	global event services	3
2	event planner frisco tx	30
3	frisco event planner	24
4	corporate events dallas	80
5	global conference planners	70
6	plexi cubes	45
7	Events Party Planner Services Frisco TX	16
8	Global Conference Planner Services Frisco TX	1
9	Event Lighting Solutions Company Dallas TX	2
10	Corporate Event Lighting Solutions Dallas Tx	1
11	global event planner	44

12	global event company	43
13	Events Party Planner Frisco TX	21
14	frisco corporate events	54
15	corporate events dallas tx	44
16	global event services in frisco tx	1
17	global event services in frisco dallas tx	2
18	global event services in frisco dallas	1
19	global event services in dallas	4
20	global event services in frisco	1
21	global event services frisco	1
22	global event services Dallas	3
23	global event services texas	3
24	global event planner texas	3
25	global event planner Dallas	2
26	global event management tx	31
27	global event planner dallas tx	2
28	global event management dallas tx	20

Off-page Optimizations

Following activities have taken place on your website during the period of Sept 2022

- Business details have been submitted to different regional business listing websites.
- Business Profiles have been created to diversify link profile.
- Blogs have been submitted as guest posts for link acquisition.
- Articles have been shared on various platforms.
- Discussion Threads on different relevant forums have been created.

Next Month's Plan

- **Link building on targeted domains.**
- Content marketing and article posting on a variety of blogs.
- Creation of Business Listings.
- Creation of Business Profiles.
- Guest blogging for backlink acquisition
- Social bookmarking of blogs that are to be created.
- Classified ad creation for the web resources.