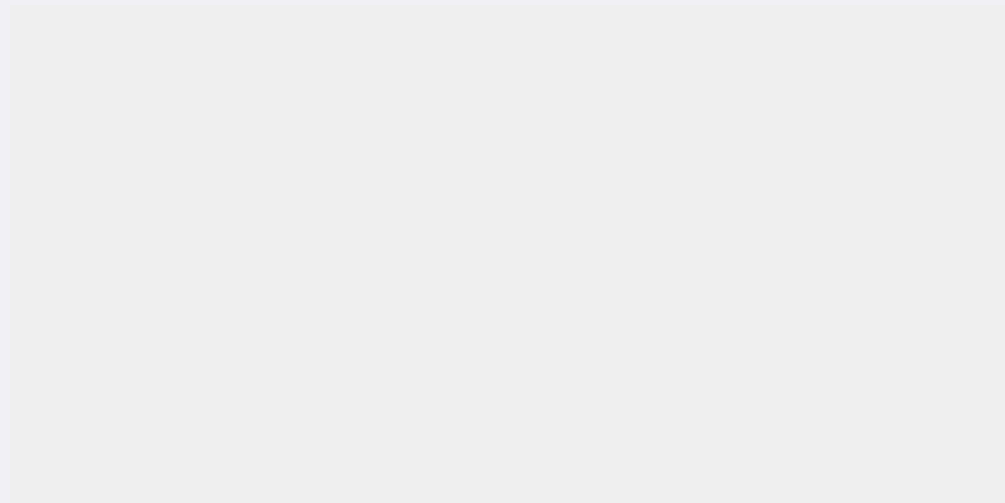




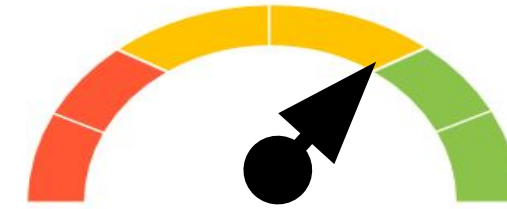
SEO Report

July 2019





SEO OVERVIEW:
GOOD



6,695

Number of **sessions** to
your webpage

13,862

Number of **pageviews**
to your website

5,528

Number of **users** to
your website

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TOP 3 NOTABLES

You asked: Trends for Default Channel Grouping

Trend of Sessions by Top Default Channel Grouping

Jul 2–31, 2019

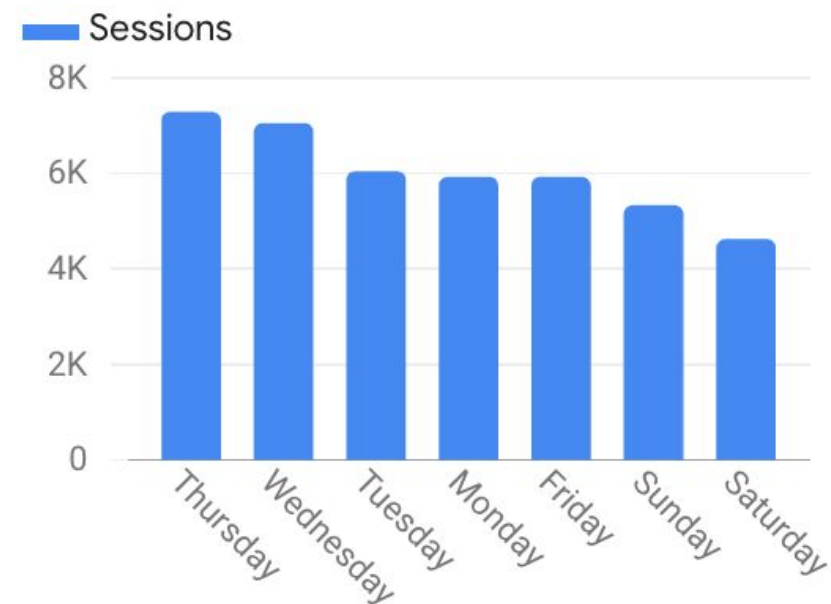
■ Sessions - Organic Search
■ Sessions - Direct
■ Sessions - Social



You asked: Over the last 6 months, on what days did I have the most Sessions

Top Day of the Week by Sessions

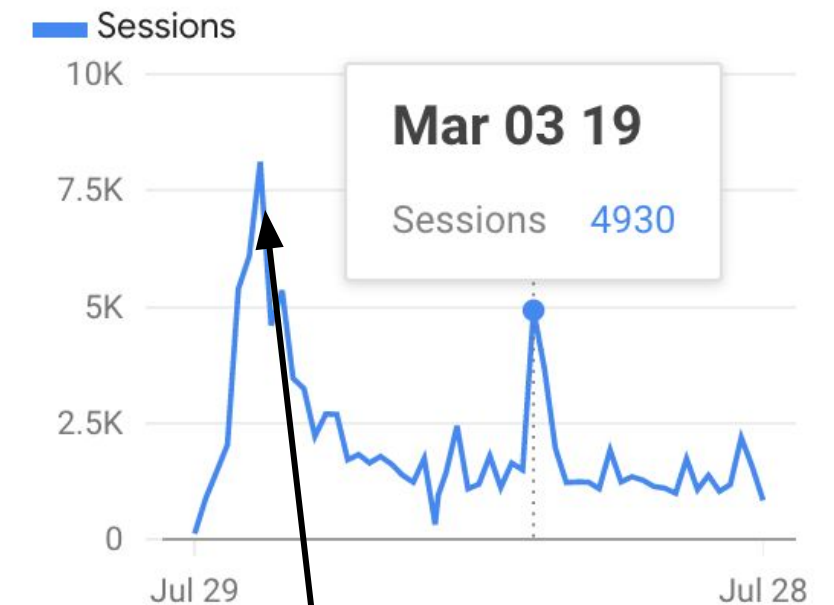
Feb 1–Jul 31, 2019



You asked: Trend of weekly Sessions over the last 12 months

Weekly Trend of Sessions

Aug 1, 2018–Jul 31, 2019



Sept. 2018

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THIS MONTH

TOP 3 SEO ACTIONS



On-Page Semantics



Schema Markup



Social Bookmarking
&
Local Citation

DID YOU KNOW?

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Search Engine Optimization (SEO) is based on the fundamentals of proper design and intelligent marketing practices, yet is a constantly evolving industry. There is an ever changing wealth of tools offered and niches that can be tapped to market your site and boost sales. Extima takes a comprehensive approach that builds a strong foundation, analyzes the results of our actions and continuously seeks new avenues to promote your site. Our practices result in long term search traffic that converts to sales and increases exposure for your business.



THIS MONTH

DETAILED **SEO REPORT**

This month, SEO overall performance was great. Organic search traffic brought in +24.73% users and Referral search traffic brought in +402.88% users! The Top 3 referral were bckonline.com, prnewswire.com, multivu.com. Let's keep social bookmarking with high DA influencers!

This month, Google announced via Twitter that they would be releasing a mobile-compatibility algorithm update that would give websites with responsive, strategically designed content so to be more user-friendly. In fact, our research shows that mobile users sometimes zoom in up to 400%! Therefore, we have begun necessary steps analyze where further optimize your site for mobile may be required due to these new updates.

CBD Oil products were launched on the website and now we are working to optimize those products. Though Extima's efforts and our combined teamwork, we can continue to expect an increase in keyword rankings and search queries on search engine result pages (SERPs).



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NEXT MONTH

WHAT ARE THE **NEXT STEPS?**

Next month, we will determine which strategic keywords to further target in your website's content, and work update meta content to both engage users and give search engines required keywords. As always, our SEO team must continue to optimize core and other high-traffic landing pages with organic keywords that affect your business and critical online marketing optimizations.

This month we will continue to optimize "CBD Oil" related keywords now that CBD Products are live on the site share the pages on social bookmarking sites.

We will also be checking out changes in trends to your keywords and analyzing effects of the latest Google Algorithm update.

The goal is to continue to gain as many organic keywords related to "CBD Oil" as possible.

As always, we will continue monitoring site activity and Webmaster Tools (Search Console) for crawl errors and possible issues on the website.

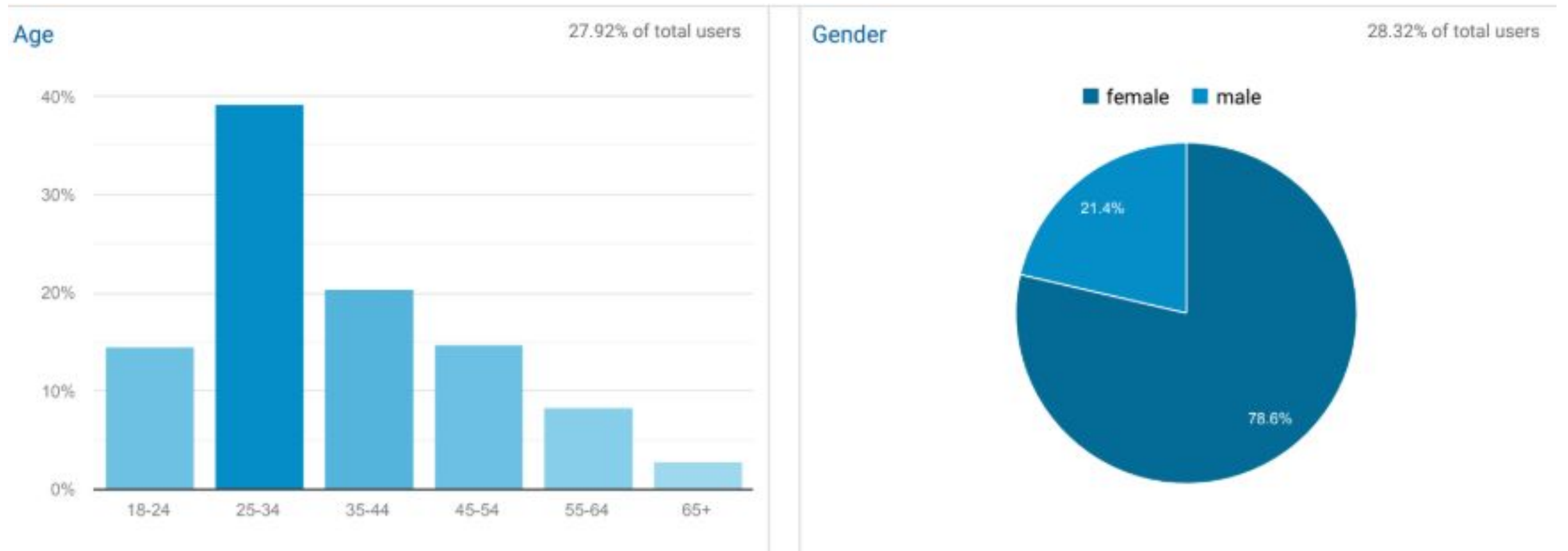


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AGE/GENDER DEMOGRAPHICS





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SESSION DURATION ENGAGEMENT

Sessions

8,065

% of Total: 100.00% (8,065)

Pageviews

19,598

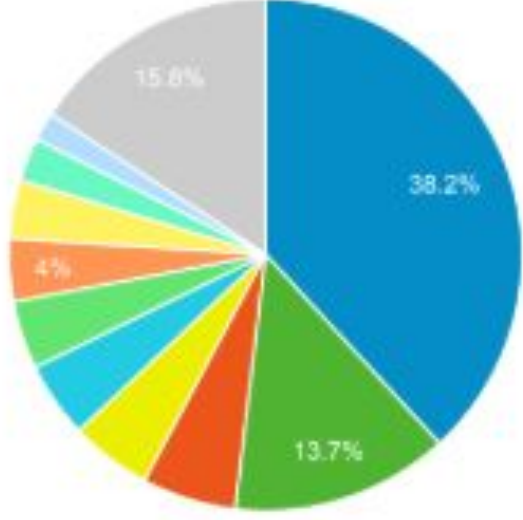
% of Total: 100.00% (19,598)

Session Duration	Sessions	Pageviews
0-10 seconds	4,619 <div><div></div></div>	5,075 <div><div></div></div>
11-30 seconds	675 <div><div></div></div>	1,632 <div><div></div></div>
31-60 seconds	539 <div><div></div></div>	1,591 <div><div></div></div>
61-180 seconds	1,019 <div><div></div></div>	4,234 <div><div></div></div>
181-600 seconds	718 <div><div></div></div>	3,767 <div><div></div></div>
601-1800 seconds	409 <div><div></div></div>	2,325 <div><div></div></div>
1801+ seconds	86 <div><div></div></div>	974 <div><div></div></div>



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TOP LANDING PAGES CHANNELS

Landing Page	Users	Users	Contribution to total:
	Users	Users	Users
	2,622 % of Total: 47.78% (5,488)	2,622 % of Total: 47.78% (5,488)	
/www.sfactor.com	1,159	38.16%	
/locations/los-angeles/www.sfactor.com	417	13.73%	
/our-classes/www.sfactor.com	180	5.93%	
/locations/costa-mesa/www.sfactor.com	156	5.14%	
/sheila-kelley/www.sfactor.com	145	4.77%	
/locations/new-york/www.sfactor.com	131	4.31%	
/retreats/www.sfactor.com	120	3.95%	

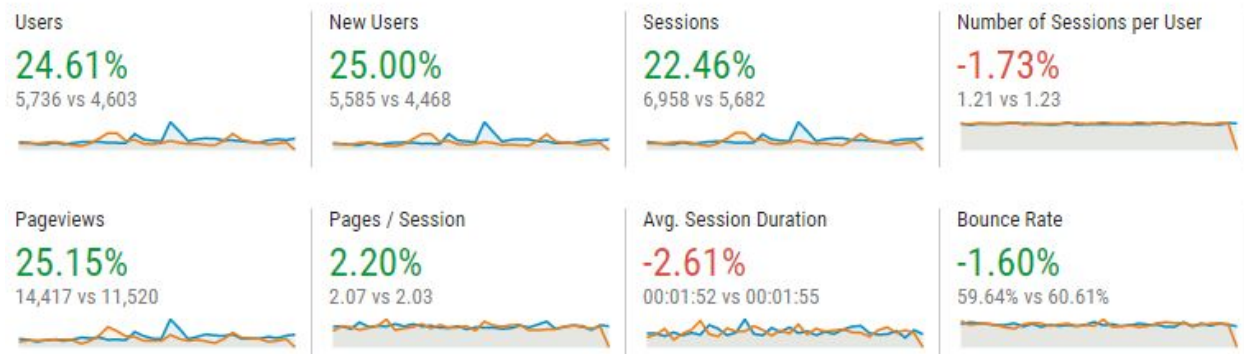
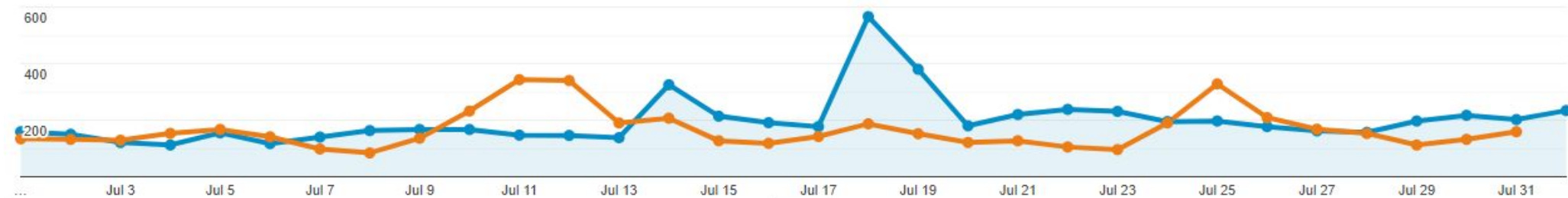


June

OVERALL TRAFFIC REPORT

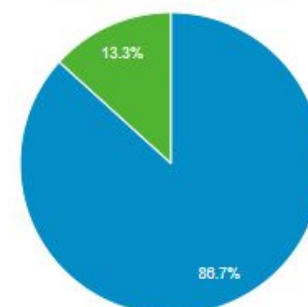
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Jul 1, 2019 - Aug 1, 2019: ● Users
Jun 1, 2019 - Jul 1, 2019: ● Users

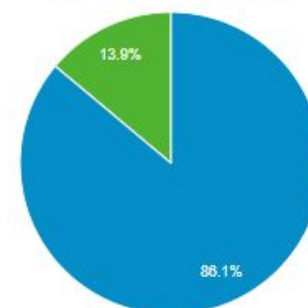


■ New Visitor ■ Returning Visitor

Jul 1, 2019 - Aug 1, 2019



Jun 1, 2019 - Jul 1, 2019



SESSIONS

Measures change in the number of times a user has actively engaged with your website since last month.

USERS

Measures change in the number of users that have had at least one session since last month.

PAGEVIEWS

Measures change in the number of pages viewed since last month.

PAGES / SESSION

Measures change in the average number of pages viewed per session since last month.

AVG. SESSION DURATION

Measures change in the average length of a session.

BOUNCE RATE

Measures change in the percentage of single-page visits since last month (visits in which a person left your site from the entrance page without interacting with the page).

% NEW SESSION:

Measures change in the percentage of first time visits.



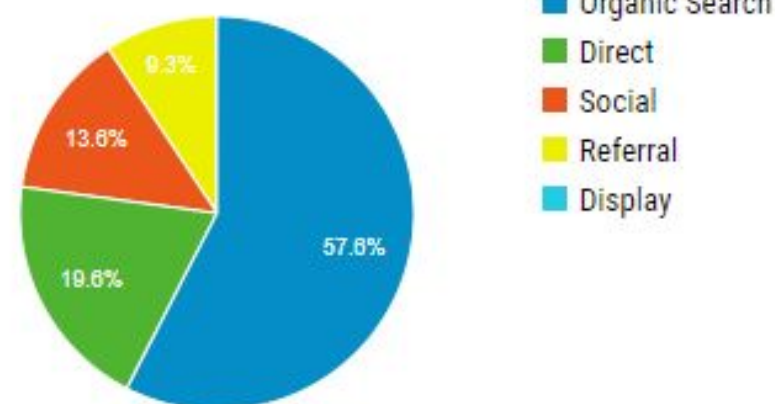
TOP CHANNELS

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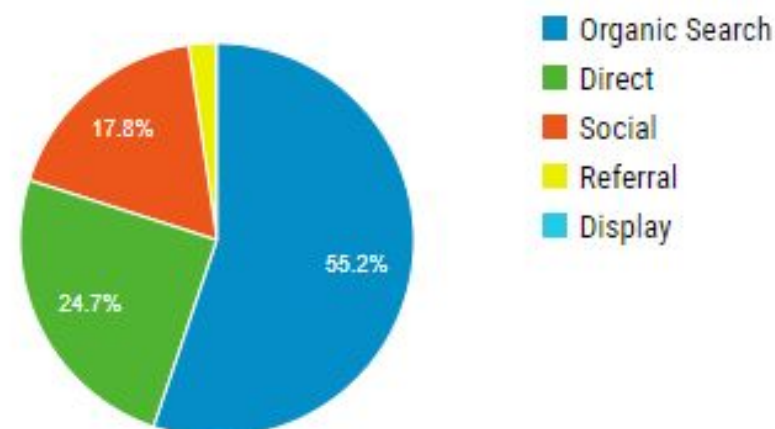
	24.61% ▲ 5,736 vs 4,603
1. Organic Search	
Jul 1, 2019 - Aug 1, 2019	3,334 (57.56%)
Jun 1, 2019 - Jul 1, 2019	2,565 (55.21%)
% Change	29.98%
2. Direct	
Jul 1, 2019 - Aug 1, 2019	1,134 (19.58%)
Jun 1, 2019 - Jul 1, 2019	1,148 (24.71%)
% Change	-1.22%
3. Social	
Jul 1, 2019 - Aug 1, 2019	785 (13.55%)
Jun 1, 2019 - Jul 1, 2019	825 (17.76%)
% Change	-4.85%
4. Referral	
Jul 1, 2019 - Aug 1, 2019	536 (9.25%)
Jun 1, 2019 - Jul 1, 2019	105 (2.26%)
% Change	410.48%
5. Display	
Jul 1, 2019 - Aug 1, 2019	3 (0.05%)
Jun 1, 2019 - Jul 1, 2019	3 (0.06%)
% Change	0.00%

Top Channels

Jul 1, 2019 - Aug 1, 2019



Jun 1, 2019 - Jul 1, 2019



CHANNELS OF TRAFFIC

ORGANIC SEARCH

Sessions via Google searches.

DIRECT SEARCH

Sessions engaged when users type in the exact URL.

REFERRAL

Sessions based on referral external links from other websites.

SOCIAL

Sessions from social media sources.

PAID

Sessions from paid sources.



SOCIAL TRAFFIC

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Social Network	Sessions	% Sessions
1. Facebook		
Jun 1, 2019 - Jun 30, 2019	516	<div><div></div></div> 72.47%
May 2, 2019 - May 31, 2019	209	<div><div></div></div> 52.38%
% Change	146.89%	38.36%
2. Yelp		
Jun 1, 2019 - Jun 30, 2019	90	<div><div></div></div> 12.64%
May 2, 2019 - May 31, 2019	116	<div><div></div></div> 29.07%
% Change	-22.41%	-56.52%
3. Instagram		
Jun 1, 2019 - Jun 30, 2019	68	<div><div></div></div> 9.55%
May 2, 2019 - May 31, 2019	54	<div><div></div></div> 13.53%
% Change	25.93%	-29.43%
4. LinkedIn		
Jun 1, 2019 - Jun 30, 2019	19	<div><div></div></div> 2.67%
May 2, 2019 - May 31, 2019	0	<div><div></div></div> 0.00%
% Change	100.00%	100.00%
5. YouTube		
Jun 1, 2019 - Jun 30, 2019	11	<div><div></div></div> 1.54%
May 2, 2019 - May 31, 2019	9	<div><div></div></div> 2.26%
% Change	22.22%	-31.51%

Facebook

Facebook is a social networking site that makes it easy for you to connect and share with your family and friends online.

Twitter

Twitter is an online news and social networking site where people communicate in short messages called tweets.

Blogger

Blogger is Google's free tool for creating blogs. Generally, the blogs are hosted by Google at a subdomain of blogspot.com

Yelp

Yelp is a social networking site that lets users post reviews and rate businesses.

LinkedIn

LinkedIn is the largest professional networking site.. LinkedIn provides a way to connect with other professionals and helps you stay in contact with millions of users.



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GOOGLE & BING KEYWORD RANKINGS

Domain	Keyword	G	b	Y	1 Day	7 Days	30 Days	Life
www.unclebuds hemp.com	hemp oil cbd body lotions	30	1	1	-	1	70	30
www.unclebuds hemp.com	cbd oil body lotions	67	-	-	-	18	10	33
www.unclebuds hemp.com	cbd oil hemp shower gel	5	-	-	-	6	8	-
www.unclebuds hemp.com	hemp dog cbd oil shampoo	6	-	-	-	2	3	94
www.unclebuds hemp.com	hemp pet cbd oil shampoo	9	1	1	-	1	2	91
www.unclebuds hemp.com	cbd oil hemp body wash	9	-	-	-	-	1	91
www.unclebuds hemp.com	cbd oil hemp products	-	-	-	-	-	-	-
www.unclebuds hemp.com	cbd oil	-	-	-	-	-	-	-
www.unclebuds hemp.com	hemp oil body wash	9	-	9	-	-	-	2
www.unclebuds hemp.com	cbd oil for anxiety	-	-	-	-	-	-	-
www.unclebuds hemp.com	cbd oil hemp benefits	-	-	-	-	-	-	-
www.unclebuds hemp.com	cbd oil hemp beauty products	-	-	-	-	-	-	-
www.unclebuds hemp.com	cbd rich hemp oil	-	-	-	-	-	-	-
www.unclebuds hemp.com	cbd oil sunburn relief	18	-	-	-	-	1	19
www.unclebuds hemp.com	hemp topical pain reliever	6	1	1	-	2	2	2
www.unclebuds hemp.com	hemp foot cbd oil cream	16	-	1	-	-	2	84
www.unclebuds hemp.com	hemp massage body oil	22	-	3	-	11	8	67
www.unclebuds hemp.com	hemp hand cbd oil cream	28	-	-	-	-	14	72



WEBSITE STATISTICS

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Statistics	Apr	May	June	Definitions
Google index	52	52	53	Google Index is the number of links currently indexed in Google's database.
Marketing Grade	64%	64%	64%	Market Grader uses a blend of different variables, including site performance, Mobile design, SEO, and Security.
Ranking Keywords	165	165	167	Number of Keywords for which this site ranks within the top 50 positions on Google.
Domain Rank	19/100	19/100	19/100	Domain Rank shows how strong a backlink profile is relative to your whole site.
Linking Root Domains	53	53	55	Total number of websites linking back to your website.
Total Links	97	97	102	Total number of links driving traffic to your site. We will continue a campaign to aggressively acquire more links.
Alexa Rank	1.72M	1.72M	1.80M	Alexa measures relative traffic levels. A low rank suggests high traffic levels and an important website.

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Thank You.

