SEO Performance Report

Website: Wear Potential
**Reporting Period: Sept 2023 – Nov 2023**

1. Introduction

In this illustration you will see how our website improved from having so many problems. We fixed the errors and warnings in a span of only a month. The errors decreased from 171 to 12 even though the warnings rose up from 95 to 217 because what's more important is that the errors became lesser. You can also see the improvement of the Error distribution where the URL's with errors decreased from 86 to 12 and the URL's without errors increased from 114 to 290. We enhanced the things that needed to be improved and the results are actually impressive as you can see the health score increased from 57 to 96.

1.1. Report Overview

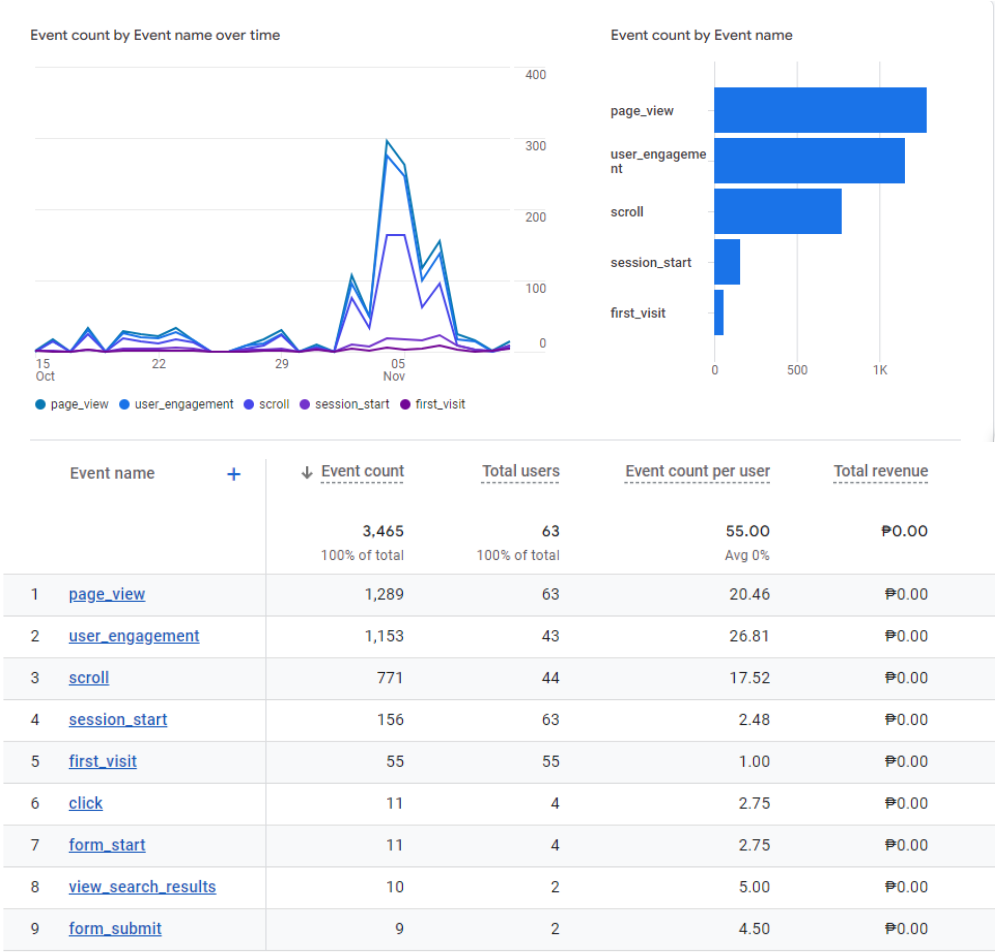*Last Month:*

This Month:
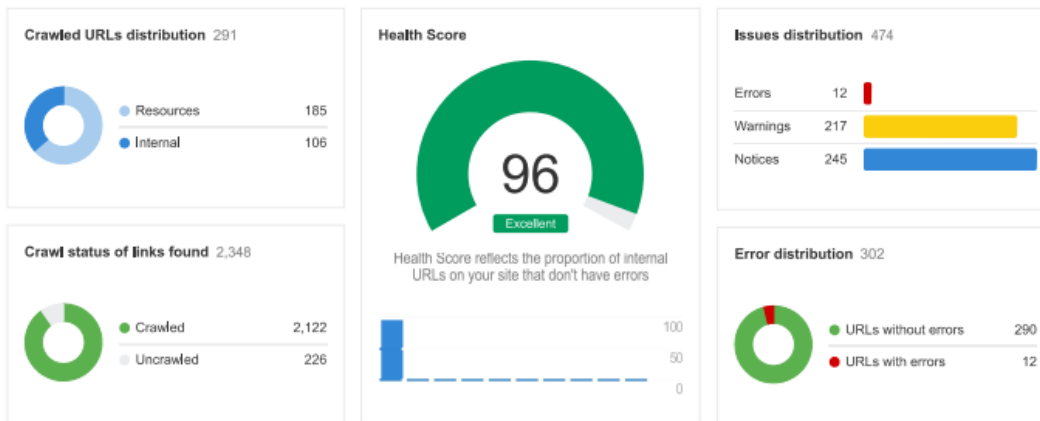
1.2. Objectives

- Conduct a thorough keyword optimization
- Resolve URLs errors.
- Create high-quality content to attract organic traffic.
- Implement a proactive link-building strategy to acquire high-quality backlinks.
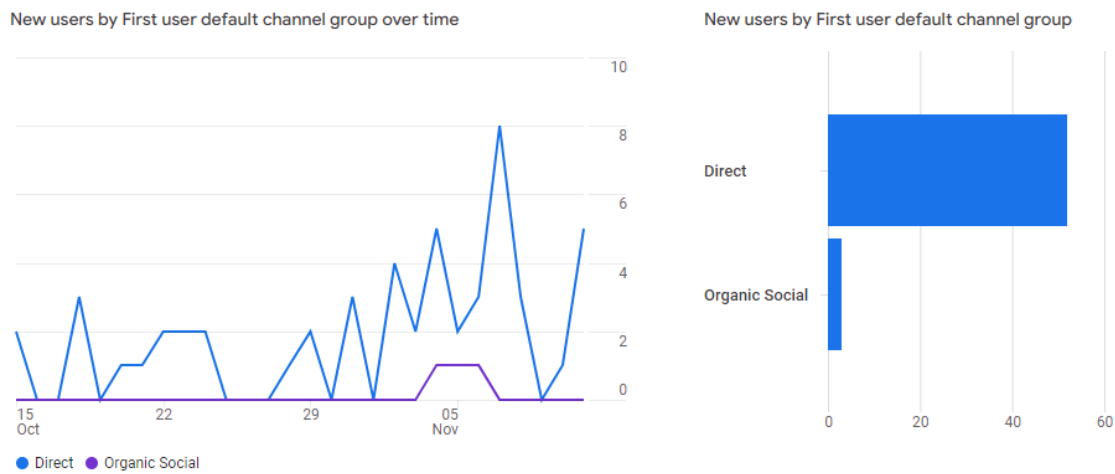
2. Traffic Overview

This section is where the total number of visits are shown. The highest number from the total sessions is the page_view because most of the new users only viewed the website. In the organic search sessions, most of the users are visiting the website directly and not from a link, that's why direct have the most total numbers. The most viewed page is the home page because obviously it is the first page that will open if you visit the site and the good thing is that the BLOG page is the second most visited page because that is where the users will read and become more interested in our website. The highest bounce rate was the home page because of the users that opens the home page on our site and then exits without triggering any other requests. Organic social is the highest because we invited others via Facebook.

2.1. Total Sessions

Event count by Event name over time


Event count by Event name

- ● page_view ● user_engagement ● scroll ● session_start ● first_visit

	Event name +	↓ Event count	Total users	Event count per user	Total revenue
		3,465 100% of total	**63** 100% of total	**55.00** Avg 0%	**₱0.00**
1	page_view	1,289	63	20.46	₱0.00
2	user_engagement	1,153	43	26.81	₱0.00
3	scroll	771	44	17.52	₱0.00
4	session_start	156	63	2.48	₱0.00
5	first_visit	55	55	1.00	₱0.00
6	click	11	4	2.75	₱0.00
7	form_start	11	4	2.75	₱0.00
8	view_search_results	10	2	5.00	₱0.00
9	form_submit	9	2	4.50	₱0.00

2.2. Organic Search Sessions

New users by First user default channel group over time

New users by First user default channel group

- ● Direct ● Organic Social

First user defa… channel group	↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user
	55 100% of total	117 100% of total	74.52% Avg 0%	1.86 Avg 0%
1 Direct	52	116	75.32%	1.93
2 Organic Social	3	1	33.33%	0.33

2.3. Total Pageviews

Views by Page title and screen class over time

Views by Page title and screen class

● Wear Potential – Always Trendy, Always Ready ● BLOG – Wear Potential ●
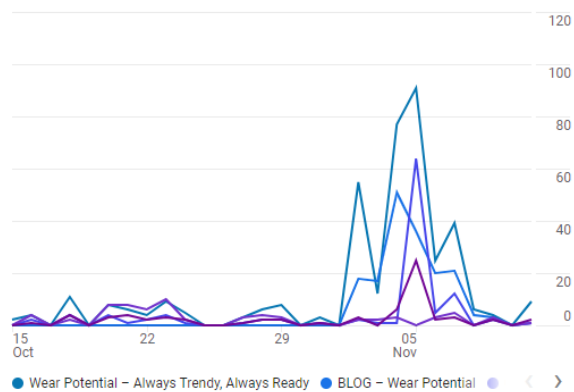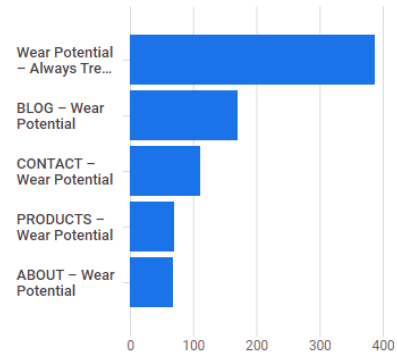
Page title and screen class	↓ Views	Users	Views per user	Average engagement time	Ev All e
	1,289 100% of total	63 100% of total	20.46 Avg 0%	4m 30s Avg 0%	
1 Wear Potential – Always Trendy, Always Ready	387	56	6.91	1m 33s	
2 BLOG – Wear Potential	171	24	7.13	54s	
3 CONTACT – Wear Potential	112	22	5.09	51s	
4 PRODUCTS – Wear Potential	70	20	3.50	1m 06s	
5 ABOUT – Wear Potential	68	22	3.09	24s	
6 BLOG – Page 2 – Wear Potential	39	10	3.90	18s	
7 SCRUNCHIES – Wear Potential	34	17	2.00	26s	
8 CROCHET – Wear Potential	31	18	1.72	9s	
9 BLOG – Page 3 – Wear Potential	27	7	3.86	13s	
10 Dye your hair now! – Wear Potential	27	2	13.50	2m 04s	

2.4. Bounce Rate

	Page title and screen name	Bounce rate
		25.48% Avg 0%
1	Wear Potential – Always Trendy, Always Ready	17.78%
2	BLOG – Wear Potential	3.33%
3	CONTACT – Wear Potential	2.17%
4	PRODUCTS – Wear Potential	7.5%
5	ABOUT – Wear Potential	0%
6	BLOG – Page 2 – Wear Potential	0%
7	SCRUNCHIES – Wear Potential	0%
8	CROCHET – Wear Potential	0%
9	BLOG – Page 3 – Wear Potential	0%
10	Dye your hair now! – Wear Potential	0%

2.5. Average Session Duration

	Session default channel group	Average session duration	↓ Users	Sessions	Engaged sessions	e
		10m 57s Avg 0%	63 100% of total	157 100% of total	117 100% of total	
1	Direct	7m 43s	60	124	88	
2	Organic Social	24m 30s	4	31	29	
3	Unassigned	56s	1	1	0	
4	Referral	0s	0	1	0	

3. Keyword Performance

This section shows the highest and lowest appearances of the keywords on a site. The top performing keyword is the tote bag since it is so popular these days. Tote bags still stands out compared to all of the keywords on our website in the new keywords section by having the highest global monthly searches. The top landed page is the home page again with a total number of 121.

3.1. Top Performing Keywords

| Keywords	Monthly search volume	Top of page bid (low range)	Top of page bid (high range)	Competition
tote bags	49,500	$0.06	$0.50	HIGH
and tote bags	49,500	$0.06	$0.50	HIGH
tote bags bags	49,500	$0.06	$0.50	HIGH
bags tote bags	49,500	$0.06	$0.50	HIGH
fashion of fashion	27,100	$0.14	$1.17	MEDIUM
abou t you	27,100	$0.00	$0.00	LOW
fas hion	27,100	$0.14	$1.17	MEDIUM
all about you	9,900	$0.00	$0.00	LOW
2023 hair trend	4,400	$0.46	$0.63	HIGH
fashion hair color	3,600	$0.45	$0.64	HIGH
fashion accessories	2,900	$0.09	$0.66	LOW

3.2. New Keywords

Keyword List (50)		KEI	Global monthly searches	Average Cost Per Click	Bid competition	Search Trends
☆	trendy fashion ⚑	0.85	5,400	$0.88		
☆	fashion accessories ⚑	6.56	18,100	$0.65		
☆	tote bags ⚑	< 0.01	1,830,000	$1.09		
☆	trendy outfits ⚑	< 0.01	9,900	$1.56		
☆	beauty fashion ⚑	6.96	5,400	$1.22		
☆	dress fashion ⚑	< 0.01	22,200	$0.96		
☆	fashion blog ⚑	25.90	22,200	$1.43		
☆	trendy accessories ⚑	5.90	4,400	$0.40		
☆	fashion articles	15.50	5,400	$1.08		

3.3. Top Landing Pages

Sessions by Landing page over time

/ ● /bd5e987a-e17f-4f1b-b091-f3dd3275988c ● /index.php/2023/09/19/post-2 ● /index.php/2023/11/02/crafting-success-how-to-make-profits-in-c

	↑ Landing page +	Sessions	Users	New users	Average engagement time per session
		157 100% of total	63 100% of total	55 100% of total	1m 48s Avg 0%
1	(not set)	8	5	0	6m 25s
2	/	121	56	48	1m 48s
3	/bd5e987a-e17f-4f1b-b091-f3dd3275988c	1	1	1	0s
4	/index.php/2023/09/19/post-2	2	2	2	0s
5	/index.php/2023/11/02/crafting-success-how-to-make-profits-in-creating-crochet-products	4	1	0	0s
6	/index.php/2023/11/02/the-art-of-thrift-shopping-finding-hidden-fashion-gems	1	1	0	17s
7	/index.php/2023/11/04/facts-about-scrunchies	1	1	1	0s
8	/index.php/2023/11/04/how-online-shopping-is-shaping-the-	2	2	1	1m 21s

3.4. Click-Through Rate (CTR)

☑ Total clicks	☑ Total impressions	☐ Average CTR	☐ Average position
2	3	66.7%	1

Monday, Oct 30
— Clicks 0
— Impressions 0
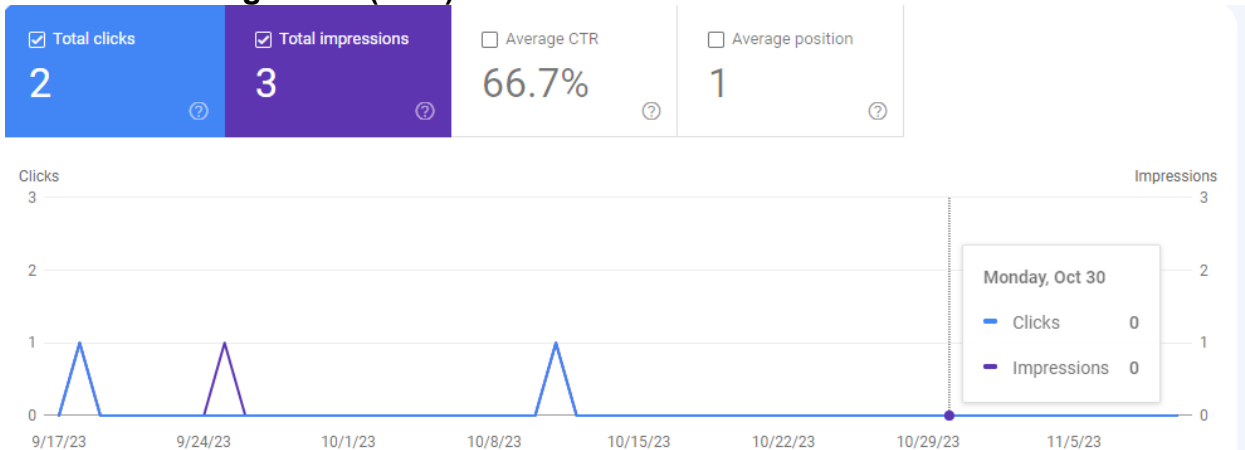
4. Organic Search Traffic Sources

Most of the users are opening our site by typing the link and opening it directly on a browser. Direct has the highest numbers from the illustrations below that means users are visiting our site by directly opening the website and not by clicking a link.

4.1. Search Engines

First user source / medium	↓ New users	Engaged sessions	Engagement rate	Engaged sessions per user
	55 100% of total	117 100% of total	74.52% Avg 0%	1.86 Avg 0%
1 (direct) / (none)	52	116	75.32%	1.93
2 m.facebook.com / referral	3	1	33.33%	0.33

4.2. Direct Traffic

Session source / medium	↓ Users	Sessions	Engaged sessions	Average engagement time per session
	63 100% of total	157 100% of total	117 100% of total	1m 48s Avg 0%
1 (direct) / (none)	60	124	88	1m 42s
2 m.facebook.com / referral	3	3	1	29s
3 (not set)	1	1	0	44s
4 l.facebook.com / referral	1	12	12	1m 31s
5 l.messenger.com / referral	1	16	16	3m 17s
6 app.ahrefs.com / referral	0	1	0	0s

4.3. Referral Traffic

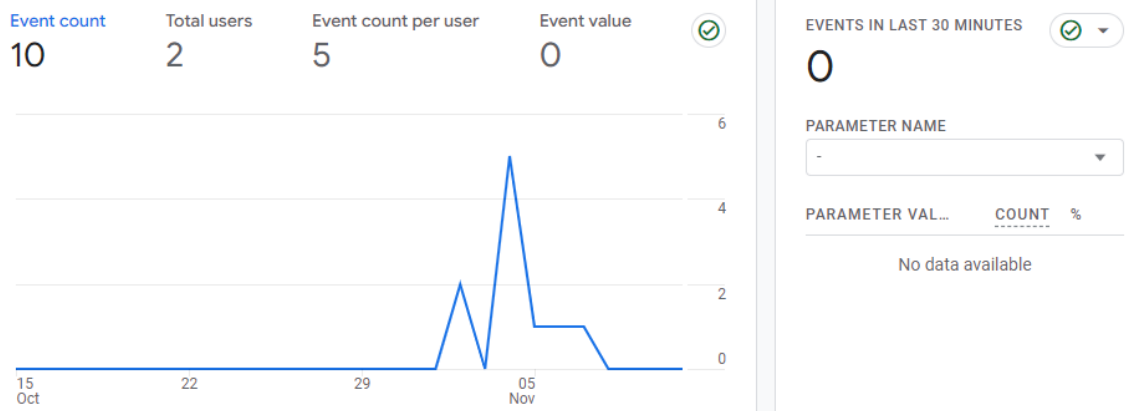| Session campaign	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Ev
	4 of total	32 20.38% of total	29 24.79% of total	2m 15s Avg +24.95%	7.25 Avg +290.38%	Avg
1 (referral)	4	32	29	2m 15s	7.25	

5. User Behavior

This is where you will see what the users view the most on our website. The most viewed page here is "Dye your hair now! - Wear Potential" which is an article. The content is very broad and relatable to the users that's why that page has the most pageviews per session.

5.1. Pageviews per Session

	Page title and screen class	Views per session
		8.21 Avg 0%
1	Wear Potential – Always Trendy, Always Ready	2.87
2	BLOG – Wear Potential	2.85
3	CONTACT – Wear Potential	2.43
4	PRODUCTS – Wear Potential	1.75
5	ABOUT – Wear Potential	1.45
6	BLOG – Page 2 – Wear Potential	1.56
7	SCRUNCHIES – Wear Potential	1.31
8	CROCHET – Wear Potential	1.15
9	BLOG – Page 3 – Wear Potential	1.59
10	Dye your hair now! – Wear Potential	5.40

5.2. Site Search

Event count	Total users	Event count per user	Event value
10	2	5	0

EVENTS IN LAST 30 MINUTES
0

PARAMETER NAME
-

PARAMETER VAL...	COUNT	%
No data available		

5.3. Conversion Tracking

	Event name	+	Conversions
			0.00
1	page_view		0.00
2	user_engagement		0.00
3	scroll		0.00
4	session_start		0.00
5	first_visit		0.00
6	click		0.00
7	form_start		0.00
8	view_search_results		0.00
9	form_submit		0.00

6. Technical SEO Audit

Here, we can see that the website has high accessibility and SEO but low in performance. This is maybe due to slow loading of pages or broken links. It's also mobile friendly but in in terms of indexability, there are still contents that are not indexed. We should work on this by making more quality content.
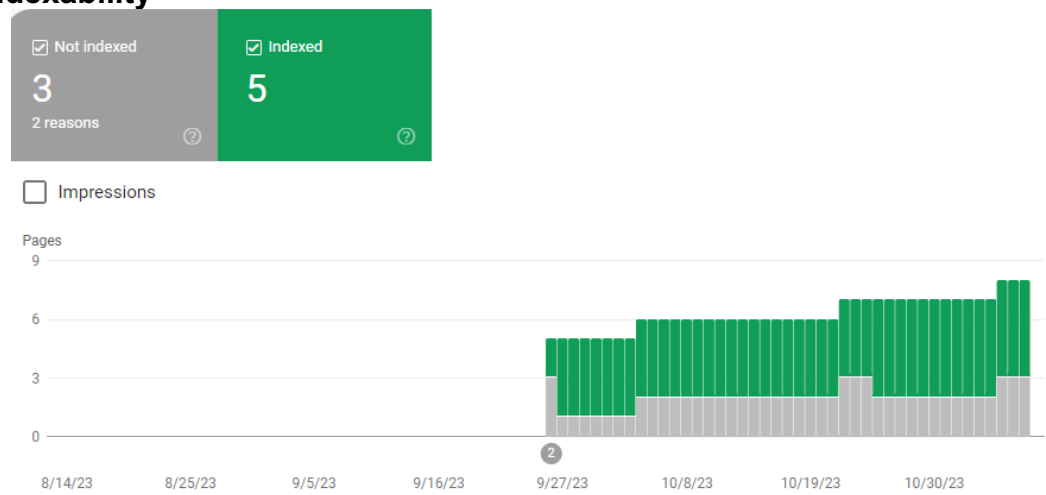
6.1. Core Web Vitals
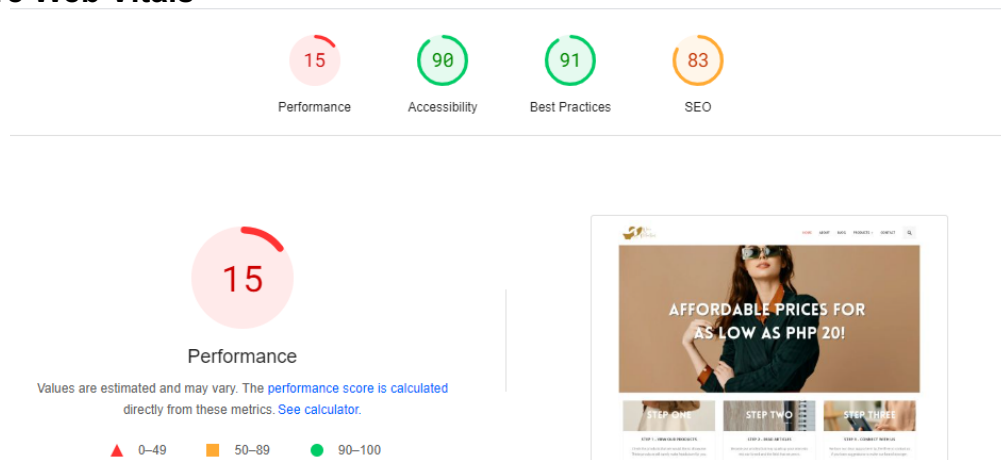
6.2. Mobile Friendliness

6.3. Indexability

7. Competitor Analysis

In this section, Wear Potential was compared to badasstotegirl.com, kirsake.co, and michaela.com.ph. Compared to other competitors, our website is still more far behind when it comes to traffic, keywords, and backlink.

7.1. Competitor Traffic Comparison

Target	Visits	Unique Visitors	Purchase C...	Pages / Visit	Avg. Visit Duration	Bounce Rate	
wea...ential.com	n/a	n/a	n/a	n/a	n/a	n/a	
bad...tegirl.com	n/a	n/a	n/a	n/a	n/a	n/a	
kirsake.co	n/a	n/a	n/a	n/a	n/a	n/a	
michaela.com.ph	9.9K ↓24.64%	9.9K ↑0.11%	🔒	1.9 ↓18.14%	00:59 ↓18.06%	73.54% ↑35.76%	

7.2. Competitor Keyword Analysis

Keyword Overlap

☑ wearpotential.com	0 ⚠
☑ michaela.com.ph	173
☑ badasstotegirl.com	24
☑ kirsake.co	1
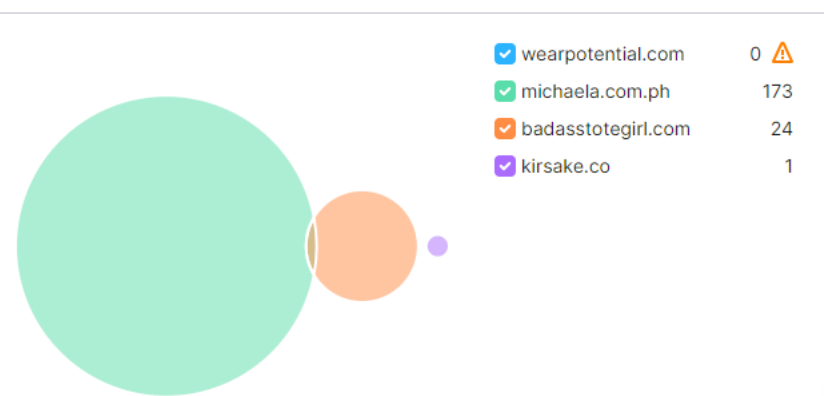
7.3. Backlink Analysis

Domain/URL	Authority Score	Referring Domains	Backlinks	Referring IPs	Monthly Visits	Organic Traffic
You wearpotential... ● michaela.com... ✕ ● badasstotegir... ✕ ● kirsake.co ✕	Add competitor		**Compare**	Cancel		
● wearpotential.com	0	2	3	2	n/a	n/a
● michaela.com.ph	13	73	304	82	9.9K	13.8K ⌄
● badasstotegirl.com	9	95	205	23	n/a	329 ⌄
● kirsake.co	n/a	n/a	n/a	n/a	n/a	n/a

8. Recommendations

We specified in this section our recommendation to improve our website more. This includes creating more engaging and good-quality contents and social media collaborations.

8.1. SEO Opportunities

1. Find the trendiest keywords in the accessory world and apply them into our product titles and descriptions.
2. Showcase our accessories with captivating images and sprinkle in some descriptive alt text for SEO charm.
3. Create more engaging articles and content around accessory trends, care tips, and styling guides. Make it shareable and relatable.
4. If there's a chance, We can collaborate with accessory enthusiasts or bloggers to add a personal touch to our brand.

8.2. Technical SEO Improvements

1. Compress our accessory images to make them load faster, so our customers can start shopping in a snap.
2. Make our website more organized, neat, and ready to go.
3. Make sure our website looks as good on a phone as our customers do in our accessories.
4. Make our products stand out in search results with extra details. We're thinking of it like adding sparkles or radiance to our accessories.

8.3. Content Enhancements

1. Increase the keyword density on every content or article in our website.
2. Make the keywords placement more organized on a proper location in the page.
3. Increase the keywords everywhere on the website where they should be for the users to easily search the words they want to find.

9. Conclusion

To conclude, we gathered all the data from GA4 and created a strategy to improve our SEO like link-building, engaging our audience, and continue to optimize our website.

9.1. Key Takeaways

In addition to keyword optimization, faster site speed, and improved navigation, our SEO strategy involves creating valuable, shareable content to foster organic link-building. By consistently producing high-quality content that resonates with our target audience, we not only enhance our website's relevance but also attract natural backlinks from authoritative sources. This content-centric approach complements our technical optimizations, reinforcing our commitment to delivering a seamless user experience while establishing our site as a trusted resource in our industry. Together, these multifaceted SEO enhancements contribute to higher search engine rankings, increased organic traffic, and a stronger online presence.

9.2. Future Strategies

Looking ahead, we plan to expand our reach by actively engaging with our audience through social media platforms and relevant online communities. This involves creating shareable content that resonates with our target demographic, fostering a sense of community around our brand. Additionally, we're committed to regular content updates, staying responsive to user feedback, and implementing innovative strategies to remain at the forefront of our industry. By embracing a holistic approach that combines technical optimizations with dynamic content creation and community building, we aim to not only boost our website's visibility but also establish a lasting and positive online presence.