



# SEO Report

## WEBSITE FINDABILITY

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Technologies | 25/11/2020

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## Introduction

This report helps you on how I am going to optimise my webpage called: <https://nzlover.net/> to get the highest ranking by Google for the search term of “New Zealand”.

### My Webpage



<https://nzlover.net/>

Title: New Zealand

Description: New Zealand is a website that explores the features of nature and life on how friendly the people and country itself are. It certainly is one place people would look to spend their time during the holidays.

### Possible Keywords

NZ/New Zealand

NZ Home/New Zealand Home

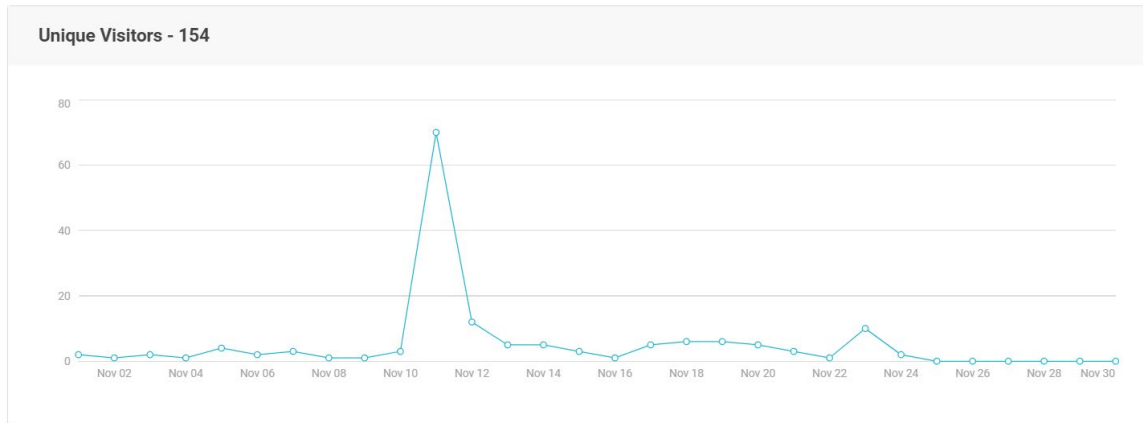
NZ About/New Zealand About

NZ City/New Zealand City

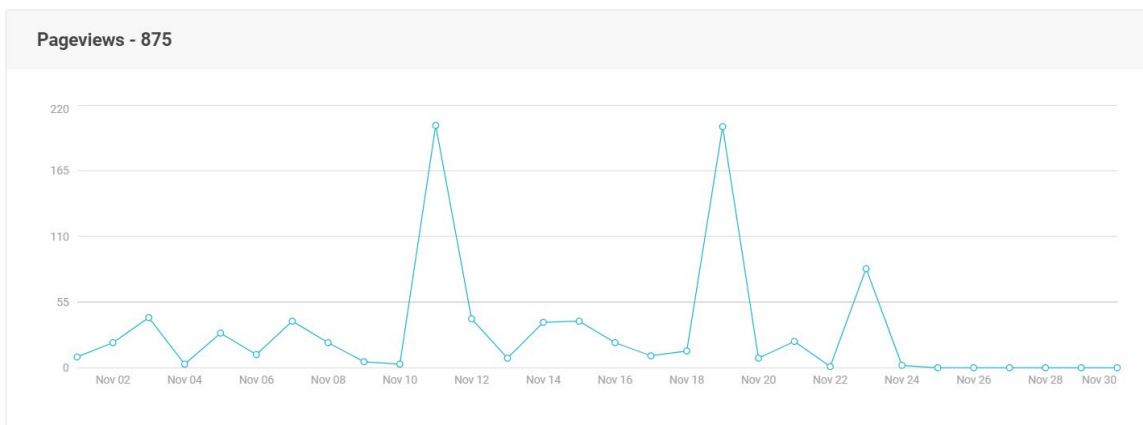
NZ Book Now/New Zealand Book Now

# Traffic Summary

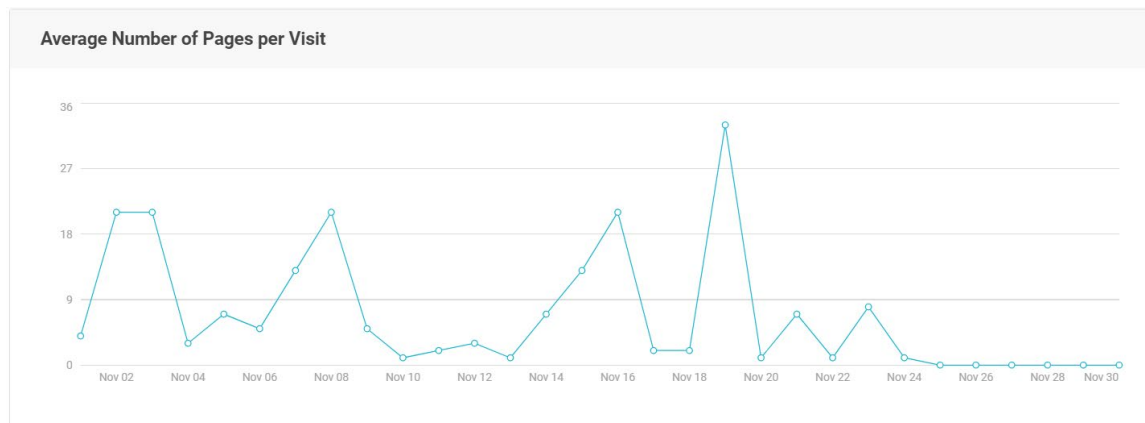
## November 2020



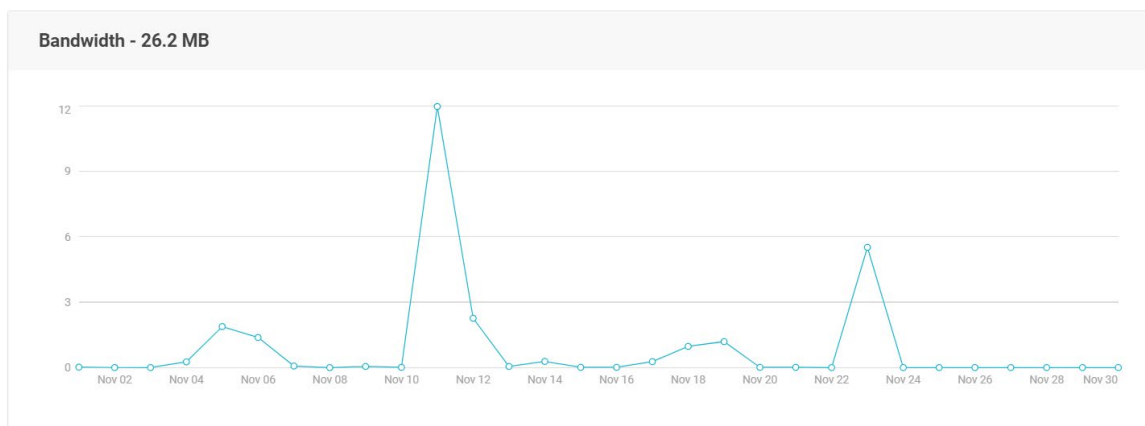
This chart tells you the number of unique visitors that came to my webpage for the first time. From November 10<sup>th</sup> to November 11<sup>th</sup>, the visitors came to my website for the first time but from November 11<sup>th</sup> onwards, there has been a big drop until November 22<sup>nd</sup>. From November 22<sup>nd</sup> to November 23<sup>rd</sup>, there has been a slight increase of unique visitors.



In the Pageviews section, there has been a massive increase of pageviews between November 10<sup>th</sup> to November 11<sup>th</sup> and November 18<sup>th</sup> to November 19<sup>th</sup> with the highest results showing 203 and 202 views respectively. But the data nevertheless has been a constant up and down results between November 2<sup>nd</sup> to November 10<sup>th</sup>, November 12<sup>th</sup> to November 18<sup>th</sup>. Overall, there has been a big number of pageviews showing 875.



The number of pages per visit have increased significantly since November 2<sup>nd</sup> and maintained the same on November 3<sup>rd</sup> with 21 but dropped on November 4<sup>th</sup> until November 6<sup>th</sup>. From November 6<sup>th</sup> to November 8<sup>th</sup> it returned to the same amount as it did with November 2<sup>nd</sup> and November 3<sup>rd</sup>. The reason why it is constant is that there is not enough interest for viewers to see the website despite the highest being 33 pages per visit on November 19<sup>th</sup>.



The bandwidth shows a total of 26.2 MB because on November 4<sup>th</sup> was the day when the data began to transfer and got a little higher on November 5<sup>th</sup> for the quality of the content that some users ad with their own ISP. The bandwidth also increased from November 10<sup>th</sup> to November 11<sup>th</sup> with the highest being 12 MB because in my webpages that was the only day where it had no crashes as it was high.

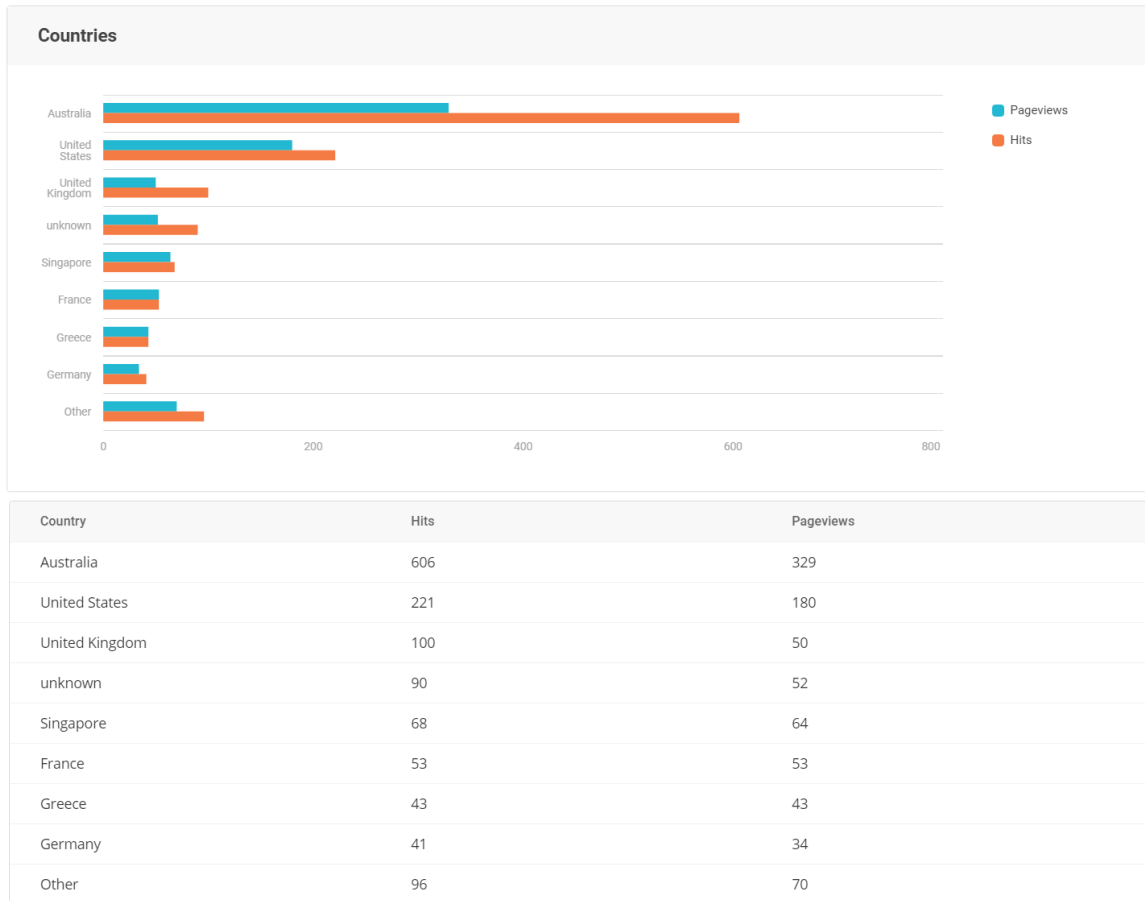
Date	Unique Visitors	Pageviews	Average Number of	Bandwidth
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			Pages per Visit	
Nov 01	2	9	4	0 MB
Nov 02	1	21	21	0 MB
Nov 03	2	42	21	0 MB
Nov 04	1	3	3	0.3 MB
Nov 05	4	29	7	1.9 MB
Nov 06	2	11	5	1.4 MB
Nov 07	3	39	13	0.1 MB
Nov 08	1	21	21	0 MB
Nov 09	1	5	5	0.1 MB
Nov 10	3	3	1	0 MB
Nov 11	70	203	2	12 MB
Nov 12	12	41	3	2.3 MB
Nov 13	5	8	1	0.1 MB
Nov 14	5	38	7	0.3 MB
Nov 15	3	39	13	0 MB
Nov 16	1	21	21	0 MB
Nov 17	5	10	2	0.3 MB
Nov 18	6	14	2	1 MB
Nov 19	6	202	33	1.2 MB
Nov 20	5	8	1	0 MB
Nov 21	3	22	7	0 MB
Nov 22	1	1	1	0 MB
Nov 23	10	83	8	5.5 MB
Nov 24	2	2	1	0 MB
Nov 25	0	0	0	0 MB
Nov 26	0	0	0	0 MB
Nov 27	0	0	0	0 MB
Nov 28	0	0	0	0 MB
Nov 29	0	0	0	0 MB
Nov 30	0	0	0	0 MB

This table shows how many days of the month would have the highest number of unique visitors, pageviews, average number of pages per visit and bandwidth. On November 11<sup>th</sup> there has been 70 unique visitors and 203 pageviews but there is a low average of 2 and bandwidth of 12 MB.

# Audience

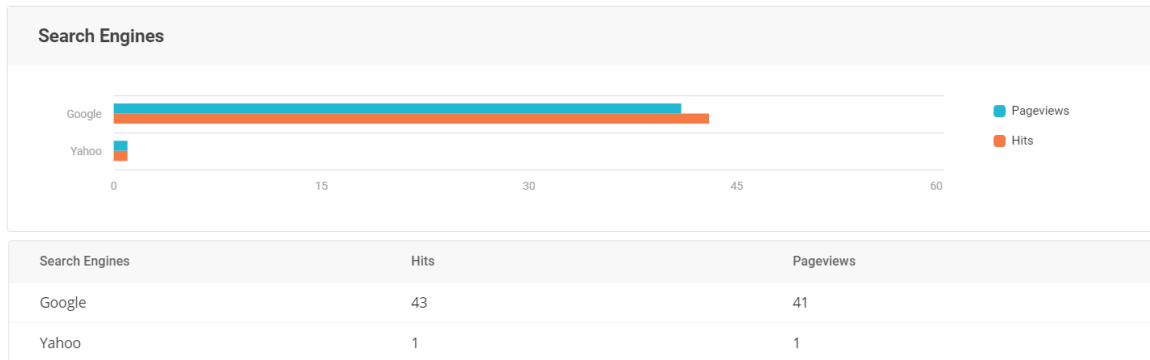
**November 2020**



These screenshots show which countries are interested in looking at certain pages and how many pageviews each country is viewing. Australia appears to be sitting on top with 606 hits and 329 pageviews alongside the United States second on the list with 221 hits and 180 pageviews.

## Sources

### November 2020



These screenshots show which search engines can find my website and show how many pageviews and hits they have got. For this instance, Google has got the majority of pageviews and hits with 41 and 43, respectively.



## Behaviour

### November 2020

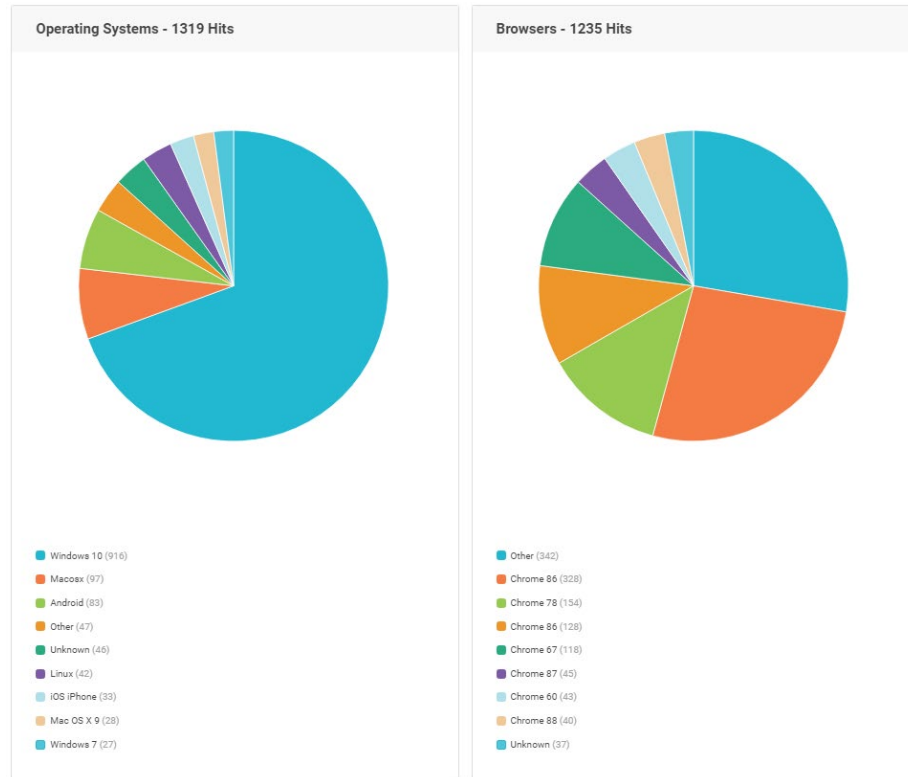
Page	Pageviews
<a href="#">nzlover.net/</a>	189
<a href="#">nzlover.net/404error.html</a>	93
<a href="#">nzlover.net/images/nzpure2.jfif</a>	41
<a href="#">nzlover.net/images/nzpure.jfif</a>	40
<a href="#">nzlover.net/Assessment-2-Bikes-Mania-Shop/CMS/app/shoppingcart/index.php</a>	37
<a href="#">nzlover.net/Assessment-2-Bikes-Mania-Shop/CMS/app/admin/bikes/index.php</a>	32
<a href="#">nzlover.net/Assessment-2-Bikes-Mania-Shop/CMS/index.php</a>	31
<a href="#">nzlover.net/blog/saishs-blog/</a>	29
<a href="#">nzlover.net/about.html</a>	25
<a href="#">nzlover.net/booknow.html</a>	22
<a href="#">nzlover.net/city.html</a>	18
<a href="#">nzlover.net/Assessment-2-Bikes-Mania-Shop/CMS/app/admin/categories/index.php</a>	14
<a href="#">nzlover.net/xmlrpc.php</a>	11
<a href="#">nzlover.net/blog/wp-includes/wlwmanifest.xml</a>	10
<a href="#">nzlover.net/site/wp-includes/wlwmanifest.xml</a>	10
<a href="#">nzlover.net/wp1/wp-includes/wlwmanifest.xml</a>	10
<a href="#">nzlover.net/test/wp-includes/wlwmanifest.xml</a>	10
<a href="#">nzlover.net/web/wp-includes/wlwmanifest.xml</a>	10
<a href="#">nzlover.net/news/wp-includes/wlwmanifest.xml</a>	10
<a href="#">nzlover.net/website/wp-includes/wlwmanifest.xml</a>	10
<a href="#">nzlover.net/wp-includes/wlwmanifest.xml</a>	10
<a href="#">nzlover.net/cms/wp-includes/wlwmanifest.xml</a>	10
<a href="#">nzlover.net/wp/wp-includes/wlwmanifest.xml</a>	10

nzlover.net/wordpress/wp-includes/wlwmanifest.xml	10
nzlover.net/sito/wp-includes/wlwmanifest.xml	10
nzlover.net/wp2/wp-includes/wlwmanifest.xml	10
nzlover.net/2019/wp-includes/wlwmanifest.xml	9
nzlover.net/shop/wp-includes/wlwmanifest.xml	9
nzlover.net/Assessment-2-Bikes-Mania-Shop/CMS/app/admin/authors/index.php	9
nzlover.net/2018/wp-includes/wlwmanifest.xml	7
nzlover.net/media/wp-includes/wlwmanifest.xml	7

This table shows the behaviour of which websites people have been able to access and indicate the highest number of pageviews. For this instance, my actual website <https://nzlover.net> has got 189 pageviews because there isn't a lot of people who managed to find my website.

# Technology

November 2020



Operating System	Hits	Percentage
Windows 10	916	69.45%
Macosx	97	7.35%
Android	83	6.29%
Other	47	3.56%
Unknown	46	3.49%
Linux	42	3.18%
iOS iPhone	33	2.50%
Mac OS X 9	28	2.12%
Windows 7	27	2.05%

Browsers	Hits	Percentage
Other	342	27.69%
Chrome 86	328	26.56%
Chrome 78	154	12.47%
Chrome 86	128	10.36%
Chrome 67	118	9.55%
Chrome 87	45	3.64%
Chrome 60	43	3.48%
Chrome 88	40	3.24%
Unknown	37	3.00%

This table screenshot shows that the information summarises the

technology that the audience is using to access my website and the browsers. It will show you the graphics as a pie chart and with the highest operating system used to locate my website and the browsers. It also shows you the same information but on two tables.

### Operating Systems

The pie chart is showing you the technology referring with the operating systems that the audience is accessing from the devices they are using. The most used operating system used to access my page was Windows 7 with 27 Hits and 2.05%.

### Browsers

The pie chart is showing you the browsers that are mostly used by the audience to access my website. The most used browser by the users is the others with 342 Hits and 27.69%.

## Summary & Recommendations

For this website, I would have to add some advertisement to go to my website to improve my ranking on the Google search engine. I would have to upload audio and videos on YouTube or insert photos on Instagram to have many followers and likes visiting my website.

I would also research for the competition on Google on how they stay on top of the search engine rankings. Modify the contents of some webpages so that I can be more findable than the rest of the competition. I would still have to consider some of my social media strategies if there are some users connecting to my website by social media.