

2018

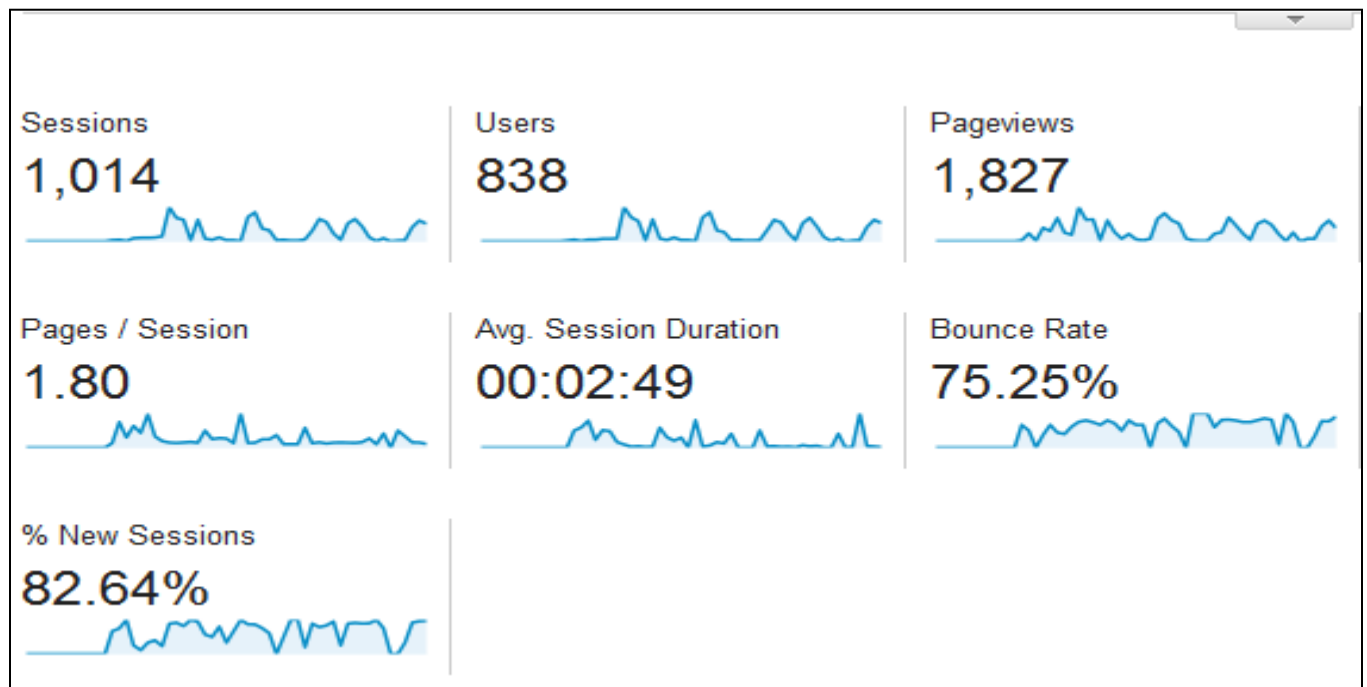
# Monthly Progress Report

August, 2018

## Traffic Overview

The following traffic overview includes the growth in the number of new visitors, users and sessions. The bounce rate is increased which shows that visitor is not spending much time on our website.

**(August, 2018)**



### Key Elements:

1. As compared to the last month, the total session to the website is increased in this month.
2. The number of page views to the website is comparatively more in this month which means visitors are finding the website interesting.
3. The bounce rate of the website is increased as compared to the last month.
4. The percentage of page per session is comparatively increased.

## Goal Overview:

The goal overview showcase the increase in the number of different goals/business objectives achieved during last month.

(August, 2018)



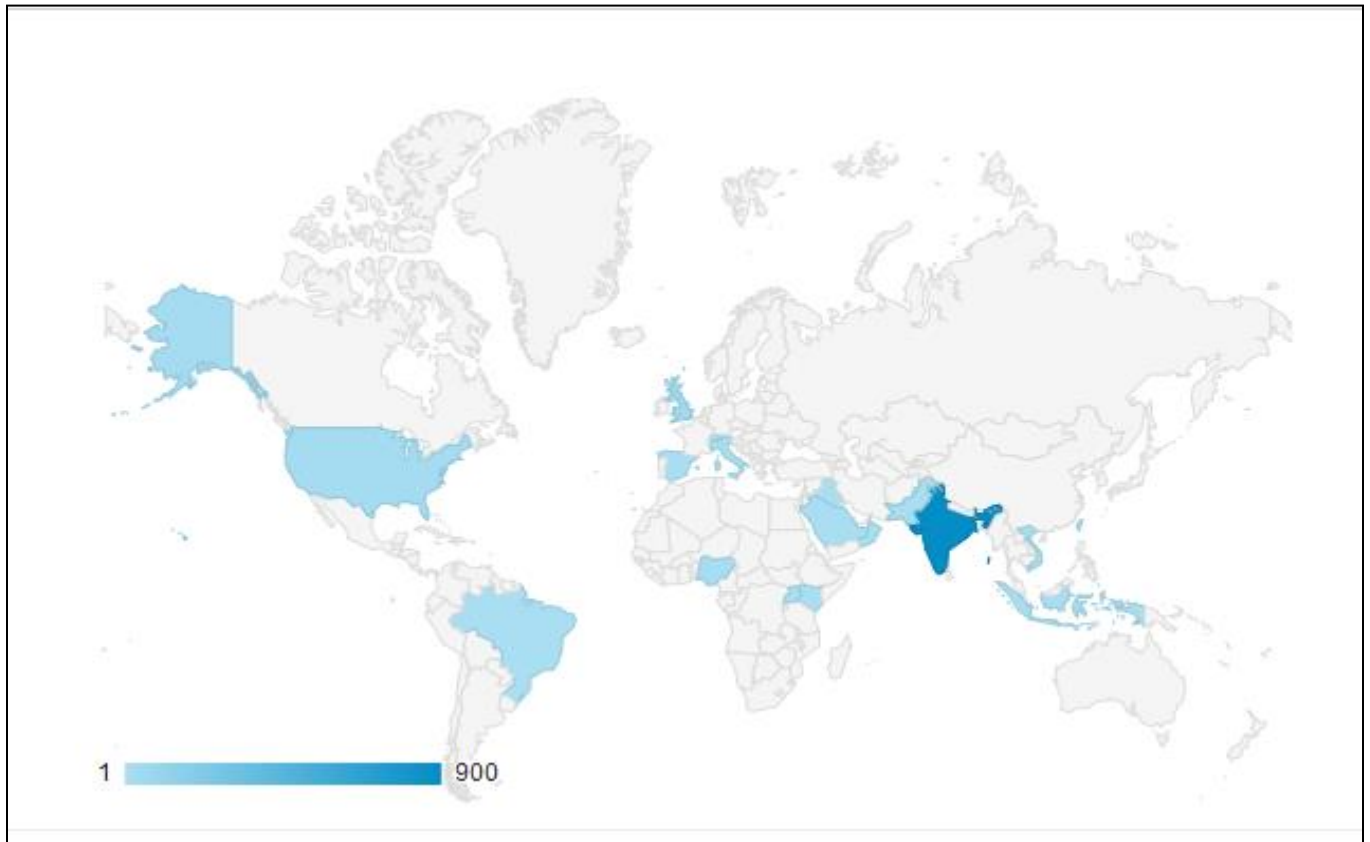
### Observations:

1. The goal conversion rate from "Contact Us Page" is increased by 1036 visits as last month.
2. The goal conversion rate is 61.99% for "Thank You" page which shows actually number of leads attained.

## Where Are Your Visitors?

This section showcase the number of users or visitors came on the website from different parts of the world. The more is the darker area; more is number of users from the particular region.

**(August, 2018)**



### Top 5 Visitor Countries

Countries	July	August
India	54	900
United Kingdom	5	42
United States	12	30
Nigeria	3	10






### Observation:

It can be observed that maximum visits to your site are from India. Also number of visits from maximum countries has increased from the previous month.

## Traffic Analysis

This section showcases the acquisition of users from the various sources that includes organic, direct, referral, social, etc.

(August, 2018)

Acquisition			
	Sessions ↓	% New Sessions ↓	New Users ↓
	1,014	82.64%	838
1 ■ Direct	654		
2 ■ Organic Search	318		
3 ■ Referral	30		
4 ■ Social	11		
5 ■ (Other)	1		

**Observation:** The above screenshots show the organic traffic coming from different channels is down

### The top referring sites were:

- Quora.com
- Infotiger.com
- stumbleupon.com

## Keyword Rankings

The following page section will display the keywords ranking on Google search engine.

Keywords or Targeted Phrases	Results in Google Search Engine
Colorado vape shops	1
clone mech mods	1
authentic vape mods	2
authentic mechanical mods	2

### Observation:

Out of targeted keywords, 4 keywords are ranking on the top position of the search engine results. These are the best keywords from which we are getting traffic through referring sites on search engines for orangeluxuryholidays.com website.

## Search Queries Stats

The following search query stats showcase the number of clicks, impressions, and CTR that different search queries have on search engine results.

Keywords	Clicks	Impressions	CTR
Colorado vape shops	67	644	18.33%
clone mech mods	54	282	14.62%
authentic vape mods	48	328	6.3%
authentic mechanical mods	33	211	13.13%
best vapor liquid	87	234	2.79%

## Backlinks Analysis

This section includes the number of indexed pages that a site have and number of back links.

Total Number of pages indexed till August:

- Google: 1886

Total Number of Backlinks till August:

- Google: 2161

## Suggestions

We would recommend you to continue with SEO work for enhancing the rankings of the keywords as well as to improve the potential traffic towards your website.