

# Web Performance Report

(Last 28 Days)

Total Impressions \*

3.7K

↑ 2.4%

Total Clicks

21

↓ 27.6%

Unique Visitors from Search

33

↓ 10.8%

Bounce Rate \*\*

81.02%

↑ 6.2%

Pageviews

171



↑ 11%

Unique Pageviews

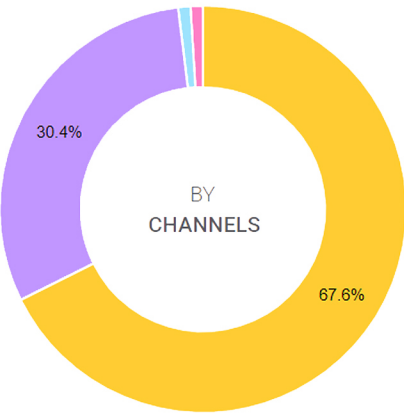
138



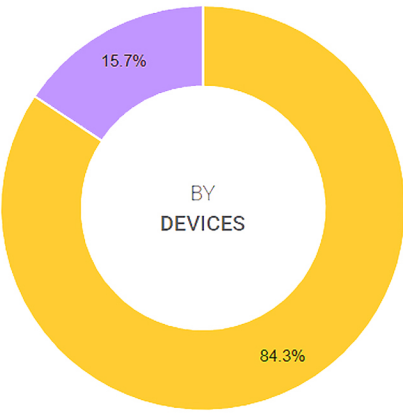
↓ 1.4%

\*Impressions are used to count digital views.  
(Any picture, page, or link they pass may be counted.)

\*\*Percentage of visitors who enter the site and then leave  
(4/5 of visitors currently leave after 1 page view.)



● Direct ● Organic Search  
● Referral ● Social



● Desktop ● Mobile

Top search queries for your page

Clicks Impressions

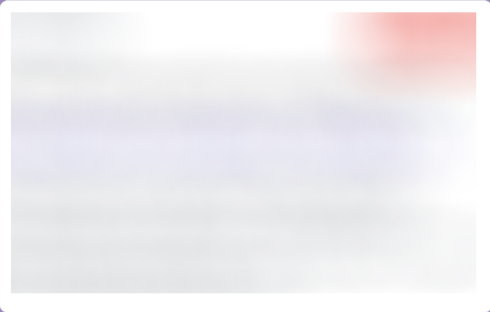
|   |     |
|---|-----|
| 3 | 128 |
| 2 | 23  |
| 1 | 3   |
| 1 | 29  |
| 1 | 17  |
| 0 | 12  |
| 0 | 5   |
| 0 | 1   |

## Diagnostics

Some things to notice:

Bounce Rate- 80% is relatively high for a bounce rate, you should be looking for a minimum of 40-60%. I would consider analyzing and possibly reformatting main landing pages to increase engagement and lower the bounce rate. (Make it more interesting or interactive.)

Usage By Device- You can see your site is primarily viewed on a desktop, this is likely due to somewhat poor performance on mobile.  
(More information will be available on page 2.)



This is currently your website preview.  
Is there anything you would like to change?

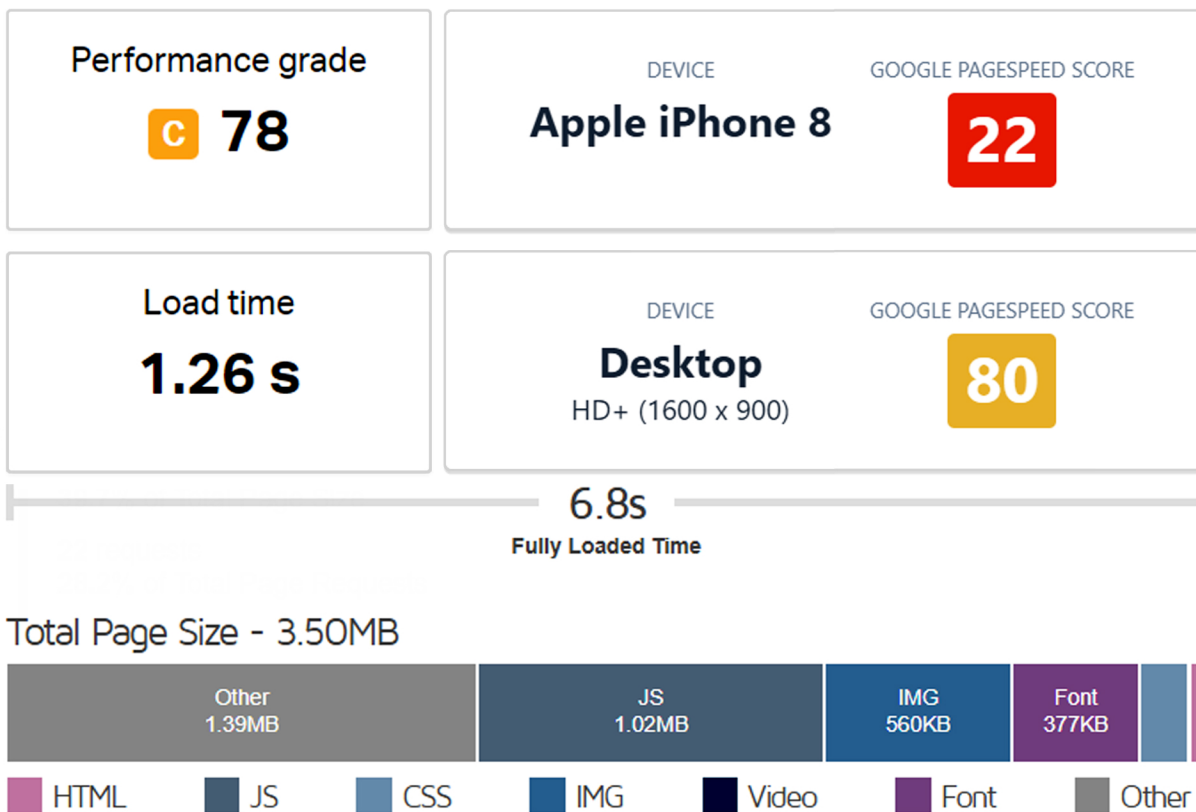
# Site Speed Tests

## (Before and After Reformatting)

### Before

Our current goal is to substantially increase site performance while minimizing the number of visible changes to the site. I have collected sample data from 3 credible sites to gauge the results of changes I put in place during edits.

You may notice a small number of physical changes throughout the site, just alignment changes and the removal of the background video on the homepage of the mobile site. This was a necessary step for the mobile site due to a very low performance score. The removal is not needed for desktop, it would slightly improve performance and cut the fully loaded time. Overall though, the removal is not needed due to adjustments I was able to make across the rest of the site.



### After

As previously stated, almost no visible changes were made to the website. But I was still able to increase the performance scores across the board, somewhat dramatically. I will go over exactly what steps were taken to do this and also ways we can further improve the mobile site and certain areas of the website if you see fit.

(Before changes were made I fully backed up the site)

- Test site speeds
- Compress images
- Merge CSS/Java
- Delete duplicate code
- Reformat and upload video
- Remove video from mobile
- Fixed text alignment
- Retest site speeds

