



Melissa D'Anzieri

Traffic Performance Analysis

Traffic Performance Analysis

I have provided an analysis of how your website has and is currently performing so far this year. In this report you will find statistics on visibility in search engines (impressions), new and recurring visitors, clicks, popular pages, page duration and where your traffic originates from.

Summary

Your website has shown significant improvements in visibility and traffic after implementing SEO changes.

In the last three months, your website has seen several positive changes in tracking metrics, including:

- A 450% increase in clicks
- A 82.35% increase in view-to-click ratio (CTR)
- A 379.17% increase in sessions in a two-month time period
- A 62.83% increase in new sessions
- A 43.30% increase in session duration
- A 12.12% increase in Organic Search

Below is a breakdown of the last three months of data provided by Google Search Console and Google Analytics

Due to the transition from Google Universal Analytics (GUA) to Google Analytics 4 (GA4), I have included both datasets for your reference. Please be aware that there are some variations in the data between the two sets, attributed to differences in their setup times and the difference GUA & GA4 process

It should be noted that because of the transition between Google Universal Analytics (GUA) and Google Analytics 4 (GA4), I have provided both sets of data. You will notice some discrepancies between the data shown between them due to the times they were set up and how each registers a view.

Google Search Console (GSC)

GSC: Search Performance (Overview)

Site: <https://melissadanzieri.com/> | Search type: Web | Period: 02 Apr - 02 Jul, 2023

Total clicks	Total impressions	Average CTR	Average position
11 +450%	371 +202%	2.96% +82%	28 +64%

GSC: Search Performance (Overview)

Site: <https://melissadanzieri.com/> | Search type: Web

02 Apr - 02 Jul, 2023 vs 01 Jan - 01 Apr, 2023

Total clicks	Total impressions	Average CTR	Average position
+450.00%	+201.63%	+82.35%	+64.07%
11 vs 2	371 vs 123	2.96% vs 1.63%	28 vs 17

According to Google Search Console, since the implementation of changes, your website has experienced a notable increase in clicks and click-through rate (CTR), surpassing the average of 2% for businesses.

The average position in search results has decreased. However, it is important to note that this is likely due to the addition of new pages, which are still in the process of building up their SEO value.

The next step will be to improve keyword-rich content for key pages to improve position and click-through rate.

Google Analytics

Due to the migration from Google Universal Analytics (GUA) to Google Analytics 4 (GA4), there may be some disparities in the data displayed between the two. To provide a more comprehensive view of your website's performance, I am presenting both sets of data, showcasing how it was performing previously and how it currently stands with the new analytics setup.

Google Universal Analytics

Google Analytics: Overview

Account: Melissa.com | View: All Web Site Data | Traffic channel: All | Segment: All Users | Period: 02 Apr - 02 Jul, 2023

Sessions

165 +432%

The number of sessions within the date range

New Sessions

31.52% +63%

An estimate of the percentage of first time visits

Pages / Sessions

2.53 +45%

The average number of pages viewed during a session

Bounce Rate

47.27% -33%

The percentage of single-page visits

Avg. Session Duration

00:02:20 +43%

The average length of a Session

Goal Completions

0 0%

The total number of conversions

Google Analytics: Overview

Account: Melissa.com | View: All Web Site Data | Traffic channel: All | Segment: All Users

02 Apr - 02 Jul, 2023 vs 01 Jan - 01 Apr, 2023

Sessions

+432.26%

165 vs 31

New Sessions

+62.83%

31.52% vs 19.35%

Pages / Sessions

+45.43%

2.53 vs 1.74

Bounce Rate

-33.39%

47.27% vs 70.97%

Avg. Session Duration

+43.30%

00:02:20 vs 00:01:37

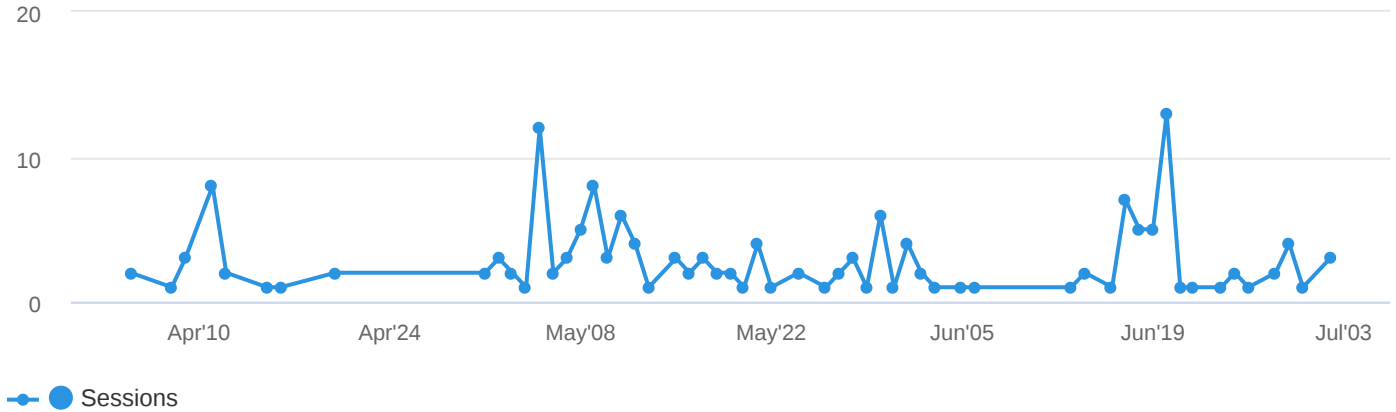
Goal Completions

0.00%

0 vs 0

Google Analytics: Metrics Chart

Account: Melissa.com | View: All Web Site Data | Traffic channel: All | Segment: All Users | Period: 02 Apr - 02 Jul, 2023



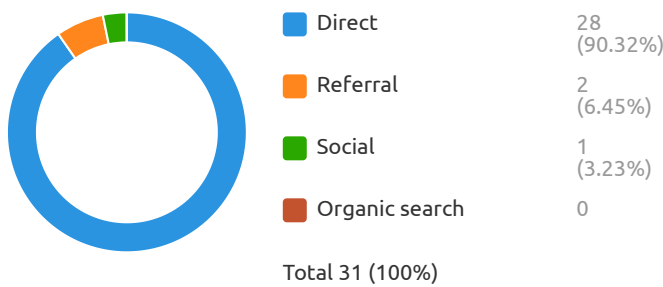
After implementing changes to your website, Google Universal Analytics indicates a substantial rise in the number of sessions, notably with a higher ratio of new visits to returning ones than before.

Pages viewed, bounce rate and duration have all shown a similar increase. This is likely a result of increased quality of content per page, better navigation and improved CTAs, all contributing to a superior user experience.

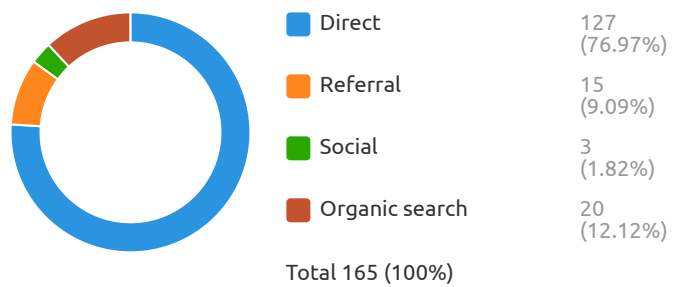
Google Analytics: Top Traffic Channels by Sessions

Account: Melissa.com | View: All Web Site Data | Segment: All Users

01 Jan - 01 Apr, 2023



02 Apr - 02 Jul, 2023



Google Analytics: Source / Medium

Account: Melissa.com | View: All Web Site Data | Traffic channel: All | Segment: All Users

No.	Source / Medium	Users ▼	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1	(direct) / (none)						
	02 Apr - 02 Jul, 2023	33 (61.11%)	32 (61.54%)	127 (76.97%)	46.46%	2.55	00:02:43
	01 Jan - 01 Apr, 2023	4 (66.67%)	4 (66.67%)	28 (90.32%)	75.00%	1.50	00:01:34
	% Change	+725.00%	+700.00%	+353.57%	-38.06%	+70.08%	+72.71%
2	shootingpeople.org / referral						
	02 Apr - 02 Jul, 2023	10 (18.52%)	10 (19.23%)	13 (7.88%)	38.46%	3.69	00:01:50
	01 Jan - 01 Apr, 2023	0	0	0	0.00%	0.00	00:00:00
	% Change	+100.00%	+100.00%	+100.00%	+100.00%	+100.00%	+100.00%
3	google / organic						
	02 Apr - 02 Jul, 2023	6 (11.11%)	5 (9.62%)	20 (12.12%)	45.00%	2.05	00:00:45
	01 Jan - 01 Apr, 2023	0	0	0	0.00%	0.00	00:00:00
	% Change	+100.00%	+100.00%	+100.00%	+100.00%	+100.00%	+100.00%
4	ericshome.store / referral						
	02 Apr - 02 Jul, 2023	1 (1.85%)	1 (1.92%)	1 (0.61%)	100.00%	1.00	00:00:00
	01 Jan - 01 Apr, 2023	0	0	0	0.00%	0.00	00:00:00
	% Change	+100.00%	+100.00%	+100.00%	+100.00%	+100.00%	0.00%
5	facebook.com / referral						
	02 Apr - 02 Jul, 2023	1 (1.85%)	1 (1.92%)	1 (0.61%)	100.00%	1.00	00:00:00
	01 Jan - 01 Apr, 2023	1 (16.67%)	1 (16.67%)	1 (3.23%)	100.00%	1.00	00:00:00
	% Change	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
6	kendrablog.online / referral						
	02 Apr - 02 Jul, 2023	1 (1.85%)	1 (1.92%)	1 (0.61%)	100.00%	1.00	00:00:00
	01 Jan - 01 Apr, 2023	0	0	0	0.00%	0.00	00:00:00
	% Change	+100.00%	+100.00%	+100.00%	+100.00%	+100.00%	0.00%
7	l.facebook.com / referral						
	02 Apr - 02 Jul, 2023	1 (1.85%)	1 (1.92%)	1 (0.61%)	100.00%	1.00	00:00:00
	01 Jan - 01 Apr, 2023	0	0	0	0.00%	0.00	00:00:00

No.	Source / Medium	Users ▼	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	% Change	+100.00%	+100.00%	+100.00%	+100.00%	+100.00%	0.00%
8	m.facebook.com / referral						
	02 Apr - 02 Jul, 2023	1 (1.85%)	1 (1.92%)	1 (0.61%)	100.00%	1.00	00:00:00
	01 Jan - 01 Apr, 2023	0	0	0	0.00%	0.00	00:00:00
	% Change	+100.00%	+100.00%	+100.00%	+100.00%	+100.00%	0.00%
9	procopywriters.co.uk / referral						
	02 Apr - 02 Jul, 2023	0	0	0	0.00%	0.00	00:00:00
	01 Jan - 01 Apr, 2023	1 (16.67%)	1 (16.67%)	2 (6.45%)	0.00%	5.50	00:03:09
	% Change	-100.00%	-100.00%	-100.00%	0.00%	-100.00%	-100.00%

While the majority of traffic to your website still comes directly, we have witnessed a noteworthy surge in organic traffic, which was previously non-existent. Moving forward, I anticipate this organic traffic to continue growing in the coming months as we further refine and enhance keyword optimisation, allowing your key pages to increase in SEO value.

Google Analytics: Device Categories

Account: Melissa.com | View: All Web Site Data | Traffic channel: All | Segment: All Users

No.	Device Categories	Users	New Users	Sessions ▼	Bounce Rate	Pages / Session	Avg. Session Duration
1	desktop						
	02 Apr - 02 Jul, 2023	40 (75.47%)	39 (75.00%)	134 (81.21%)	47.01%	2.72	00:02:44
	01 Jan -01 Apr, 2023	5 (83.33%)	5 (83.33%)	29 (93.55%)	75.86%	1.48	00:01:31
	% Change	+700.00%	+680.00%	+362.07%	-38.03%	+83.70%	+79.67%
2	mobile						
	02 Apr - 02 Jul, 2023	13 (24.53%)	13 (25.00%)	31 (18.79%)	48.39%	1.71	00:00:35
	01 Jan -01 Apr, 2023	1 (16.67%)	1 (16.67%)	2 (6.45%)	0.00%	5.50	00:03:09
	% Change	+1200.00%	+1200.00%	+1450.00%	+100.00%	-68.91%	-81.28%

Both desktop and mobile have seen an improvement in users and new users.

The negative change in bounce rate, pages and duration on mobile might be attributed to the small sample size. However, the decrease could also result from increased scrolling behaviour prompted by the additional content added to the website.

It is advisable to enhance the website's mobile optimisation. This can be achieved by adjusting or reducing content specifically for mobile devices and improving jump link navigation to create a more user-friendly mobile experience.

Google Analytics: Top Pageviews

Account: Melissa.com | View: All Web Site Data | Traffic channel: All | Segment: All Users

No.	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
1	/						
	02 Apr - 02 Jul, 2023	153 (36.60%)	116 (37.42%)	00:01:18	112 (67.88%)	38.39%	39.22%
	01 Jan - 01 Apr, 2023	19 (35.19%)	19 (37.25%)	00:04:50	16 (51.61%)	68.75%	63.16%
	% Change	+705.26%	+510.53%	-72.83%	+600.00%	-44.16%	-37.91%
2	/portfolio/						
	02 Apr - 02 Jul, 2023	75 (17.94%)	51 (16.45%)	00:02:04	13 (7.88%)	38.46%	46.67%
	01 Jan - 01 Apr, 2023	4 (7.41%)	4 (7.84%)	00:02:07	2 (6.45%)	0.00%	0.00%
	% Change	+1775.00%	+1175.00%	-2.82%	+550.00%	+100.00%	+100.00%
3	/work-with-me/						
	02 Apr - 02 Jul, 2023	49 (11.72%)	24 (7.74%)	00:00:57	11 (6.67%)	54.55%	28.57%
	01 Jan - 01 Apr, 2023	6 (11.11%)	5 (9.80%)	00:00:25	3 (9.68%)	100.00%	66.67%
	% Change	+716.67%	+380.00%	+126.67%	+266.67%	-45.45%	-57.14%
4	/work-with-me/filmmaking/						
	02 Apr - 02 Jul, 2023	28 (6.70%)	23 (7.42%)	00:01:18	8 (4.85%)	62.50%	46.43%
	01 Jan - 01 Apr, 2023	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%
	% Change	+100.00%	+100.00%	+100.00%	+100.00%	+100.00%	+100.00%
5	/about-2/						
	02 Apr - 02 Jul, 2023	24 (5.74%)	20 (6.45%)	00:00:33	4 (2.42%)	100.00%	45.83%
	01 Jan - 01 Apr, 2023	5 (9.26%)	5 (9.80%)	00:01:06	0 (0.00%)	0.00%	60.00%
	% Change	+380.00%	+300.00%	-49.07%	+100.00%	+100.00%	-23.61%
6	/contact-2/						
	02 Apr - 02 Jul, 2023	21 (5.02%)	14 (4.52%)	00:01:54	3 (1.82%)	66.67%	23.81%
	01 Jan - 01 Apr, 2023	12 (22.22%)	11 (21.57%)	00:00:42	8 (25.81%)	87.50%	75.00%
	% Change	+75.00%	+27.27%	+167.77%	-62.50%	-23.81%	-68.25%
7	/copywriting-price-list/						
	02 Apr - 02 Jul, 2023	19 (4.55%)	18 (5.81%)	00:00:37	4 (2.42%)	100.00%	36.84%
	01 Jan - 01 Apr, 2023	1 (1.85%)	1 (1.96%)	00:00:47	0 (0.00%)	0.00%	0.00%
	% Change	+1800.00%	+1700.00%	-20.74%	+100.00%	+100.00%	+100.00%










No.	Page	Pageviews ▼	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
8	/work-with-me/music-videos/						
	02 Apr - 02 Jul, 2023	10 (2.39%)	9 (2.90%)	00:02:39	2 (1.21%)	50.00%	20.00%
	01 Jan - 01 Apr, 2023	2 (3.70%)	2 (3.92%)	00:00:44	0 (0.00%)	0.00%	50.00%
	% Change	+400.00%	+350.00%	+263.07%	+100.00%	+100.00%	-60.00%
9	/copywriting/						
	02 Apr - 02 Jul, 2023	6 (1.44%)	4 (1.29%)	00:09:49	1 (0.61%)	100.00%	50.00%
	01 Jan - 01 Apr, 2023	0 (0.00%)	0 (0.00%)	00:00:00	0 (0.00%)	0.00%	0.00%
	% Change	+100.00%	+100.00%	+100.00%	+100.00%	+100.00%	+100.00%
10	/work-with-me/copywriting/						
	02 Apr - 02 Jul, 2023	6 (1.44%)	4 (1.29%)	00:00:09	0 (0.00%)	0.00%	33.33%
	01 Jan - 01 Apr, 2023	1 (1.85%)	1 (1.96%)	00:00:18	1 (3.23%)	0.00%	0.00%
	% Change	+500.00%	+300.00%	-45.83%	-100.00%	0.00%	+100.00%

We have seen an increase in page views across the board. I expect this to improve in the coming months.

It should be noted due to URL changes, the exact figures are different for some of the pages.

Google Analytics: Location

Account: Melissa.com | View: All Web Site Data | Traffic channel: All | Segment: All Users | Period: 01 Jan - 02 Jul, 2023

No.	Country	Users ▼	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1	 United Kingdom	28 (48.28%)	28 (48.28%)	163 (83.16%)	44.79%	2.52	00:02:34
2	 United States	20 (34.48%)	20 (34.48%)	23 (11.73%)	82.61%	2.13	00:00:41
3	 China	3 (5.17%)	3 (5.17%)	3 (1.53%)	100.00%	1.00	00:00:00
4	 Russia	2 (3.45%)	2 (3.45%)	2 (1.02%)	100.00%	1.00	00:00:00
5	 France	1 (1.72%)	1 (1.72%)	1 (0.51%)	100.00%	1.00	00:00:00
6	 Kenya	1 (1.72%)	1 (1.72%)	1 (0.51%)	100.00%	1.00	00:00:00
7	 Netherlands	1 (1.72%)	1 (1.72%)	1 (0.51%)	100.00%	1.00	00:00:00
8	 South Korea	1 (1.72%)	1 (1.72%)	1 (0.51%)	0.00%	2.00	00:00:10
9	 United Arab Emirates	1 (1.72%)	1 (1.72%)	1 (0.51%)	0.00%	2.00	00:00:42

Google Analytics: Language

Account: Melissa.com | View: All Web Site Data | Traffic channel: All | Segment: All Users | Period: 01 Jan - 02 Jul, 2023

No.	Language	Users ▼	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
1	en-us	28 (48.28%)	28 (48.28%)	105 (53.57%)	58.10%	2.30	00:02:14
2	en-gb	27 (46.55%)	27 (46.55%)	86 (43.88%)	43.02%	2.52	00:02:08
3	nl-nl	2 (3.45%)	2 (3.45%)	2 (1.02%)	50.00%	4.00	00:03:10
4	fr	1 (1.72%)	1 (1.72%)	3 (1.53%)	33.33%	2.00	00:03:12

Google Analytics 4

Google Analytics v4: Overview

Account: Melissa.com | Traffic channel: All | Filter: All Users

02 May - 02 Jul, 2023 vs 01 Mar - 01 May, 2023

Sessions

+379.17%

230 vs 48

New Sessions

-34.41%

19.13% vs 29.17%

Pages / Sessions

-27.37%

1.89 vs 2.60

Engagement Rate

+15.65%

57.83% vs 50.00%

Avg. Session Duration

+24.59%

00:07:12 vs 00:05:47

Conversions

0.00%

0 vs 0

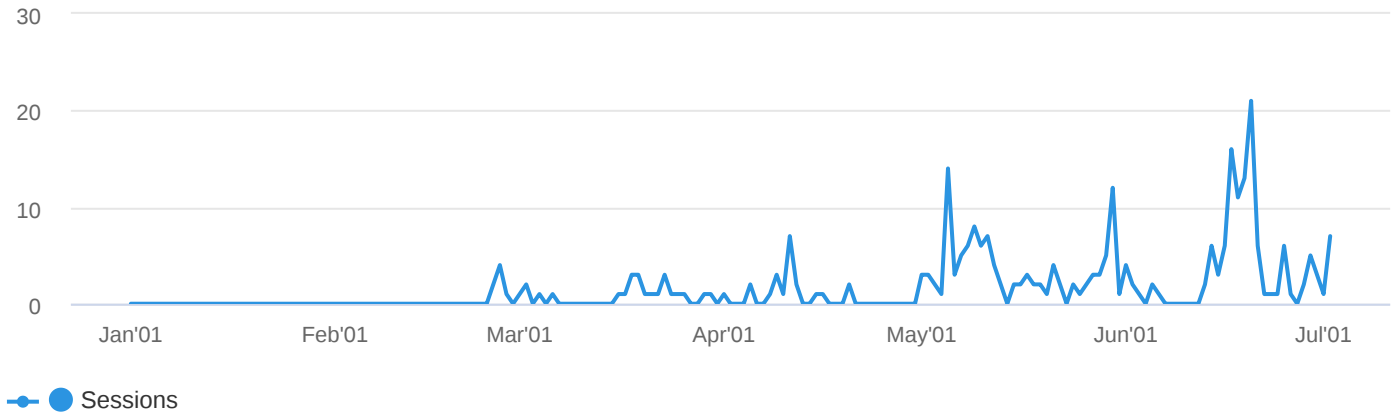
There has been a significant increase in sessions, engagement and session duration.

The decline in new sessions will likely improve as organic search continues to improve.

The page/session ratio decline is likely due to enhanced content and CTAs on each page. For instance, each page now features a contact block, eliminating the need to navigate to a separate standalone page to submit the contact.

Google Analytics v4: Metrics Chart

Account: Melissa.com | Traffic channel: All | Filter: All Users | Period: 01 Jan - 02 Jul, 2023

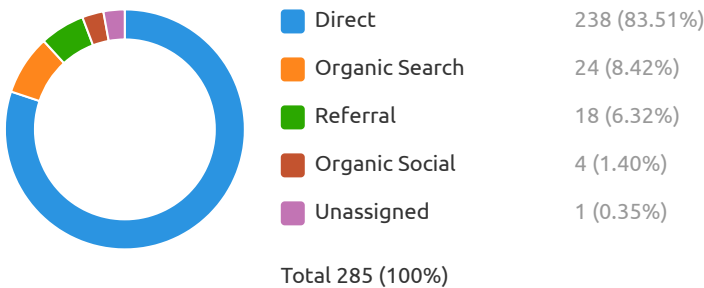


As you can see, GA4 did not record anything from January to the end of February, as it had not been set up during that period. For this time frame, it would be more appropriate to consider the data recorded by GUA instead.

Moving forward, all Google analytical data will be sourced from GA4 and GSC.

Google Analytics v4: Top Traffic Channels by Sessions

Account: Melissa.com | Filter: All Users | Period: 01 Jan - 02 Jul, 2023



GA4 presents comparable ratios regarding the sources of your website traffic. The discrepancies between GUA and GA4 primarily stem from their methodologies for measuring sessions and the specific timeframes during which they actively monitored your website.

Google Analytics v4: Top Pageviews

Account: Melissa.com | Traffic channel: All

No.	Page	Pageviews ▼	Avg. Time on Page	Sessions	Engaged sessions
1	/				
	02 May - 02 Jul, 2023	164 (37.70%)	01:51	150 (65.22%)	82 (61.65%)
	01 Mar - 01 May, 2023	42 (33.60%)	00:54	30 (62.50%)	18 (75.00%)
	% Change	+290.48%	+104.50%	+400.00%	+355.56%
2	/portfolio/				
	02 May - 02 Jul, 2023	66 (15.17%)	05:13	52 (22.61%)	15 (11.28%)
	01 Mar - 01 May, 2023	13 (10.40%)	00:00	10 (20.83%)	0 (0.00%)
	% Change	+407.69%	+100.00%	+420.00%	+100.00%
3	/work-with-me/				
	02 May - 02 Jul, 2023	63 (14.48%)	02:30	36 (15.65%)	9 (6.77%)
	01 Mar - 01 May, 2023	6 (4.80%)	00:00	6 (12.50%)	0 (0.00%)
	% Change	+950.00%	+100.00%	+500.00%	+100.00%
4	/work-with-me/music-videos/				
	02 May - 02 Jul, 2023	25 (5.75%)	02:12	24 (10.43%)	7 (5.26%)
	01 Mar - 01 May, 2023	3 (2.40%)	00:00	3 (6.25%)	0 (0.00%)
	% Change	+733.33%	+100.00%	+700.00%	+100.00%
5	/contact-2/				
	02 May - 02 Jul, 2023	9 (2.07%)	00:00	9 (3.91%)	0 (0.00%)
	01 Mar - 01 May, 2023	23 (18.40%)	01:20	15 (31.25%)	1 (4.17%)
	% Change	-60.87%	-100.00%	-40.00%	-100.00%
6	/work-with-me/filmmaking/				
	02 May - 02 Jul, 2023	21 (4.83%)	04:47	21 (9.13%)	5 (3.76%)
	01 Mar - 01 May, 2023	14 (11.20%)	05:20	11 (22.92%)	3 (12.50%)
	% Change	+50.00%	-10.31%	+90.91%	+66.67%
7	/copywriting-price-list/				
	02 May - 02 Jul, 2023	19 (4.37%)	07:08	20 (8.70%)	1 (0.75%)
	01 Mar - 01 May, 2023	5 (4.00%)	00:00	5 (10.42%)	0 (0.00%)
	% Change	+280.00%	+100.00%	+300.00%	+100.00%

No.	Page	Pageviews ▼	Avg. Time on Page	Sessions	Engaged sessions
8	/about-2/				
	02 May - 02 Jul, 2023	16 (3.68%)	02:48	18 (7.83%)	2 (1.50%)
	01 Mar - 01 May, 2023	13 (10.40%)	00:00	10 (20.83%)	0 (0.00%)
	% Change	+23.08%	+100.00%	+80.00%	+100.00%
9	/copywriting/				
	02 May - 02 Jul, 2023	11 (2.53%)	01:13	13 (5.65%)	3 (2.26%)
	01 Mar - 01 May, 2023	0 (0.00%)	00:00	0 (0.00%)	0 (0.00%)
	% Change	+100.00%	+100.00%	+100.00%	+100.00%
10	/video-scriptwriting/				
	02 May - 02 Jul, 2023	11 (2.53%)	00:42	14 (6.09%)	4 (3.01%)
	01 Mar - 01 May, 2023	0 (0.00%)	00:00	0 (0.00%)	0 (0.00%)
	% Change	+100.00%	+100.00%	+100.00%	+100.00%

Like the findings in GUA, GA4 also indicates a noteworthy increase in page views. The reduction in users visiting the Contact page is likely due to adding a contact section on the Home Page and service pages, which enhances CTA navigation and reduces the number of clicks required for a user to submit an inquiry to you.

Google Analytics v4: Conversions

Account: Melissa.com | Traffic channel: All | Filter: All Users | Period: 02 May - 02 Jul, 2023

No.	Name	Conversion (02 May - 02 Jul, 2023)	Conversion (01 Mar - 01 May, 2023)	Change, %
1	page_view	435	125	+110.71%
2	user_engagement	362	96	+116.16%
3	session_start	229	48	+130.69%
4	scroll	197	30	+147.14%
5	first_visit	44	14	+103.45%
6	click	10	0	+100.00%
7	form_start	2	0	+100.00%
8	form_submit	2	0	+100.00%

This is a breakdown of various conversion events GA4 records. As you can see, every area has significantly increased in the last two months. As we move forward, I expect these to increase further.

