



FOX BLOOM  
CREATIVE

# Fox Bloom Care Report

[devoted-coil.dev-gs.mystagingsites.io](https://devoted-coil.dev-gs.mystagingsites.io)

Jun 25, 2022 - Jul 23, 2022

Autumn's Awesome Sauce,

Here is the report for your website for the past period. Please email us at [erin.olson@getflywheel.com](mailto:erin.olson@getflywheel.com) if you have any questions.

**WELCOME**

WELCOME

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Website: [devoted-coil.dev-gs.mystagingsites.io](https://devoted-coil.dev-gs.mystagingsites.io)

Wordpress version: 5.9.3 | PHP version: 7.4

- **WordPress updates**

We keep your plugins, themes, and WordPress version up-to-date.

- **Analytics**

Understand your users & site trends with Google Analytics.

# WordPress Updates

## WordPress Version

Wordpress version: 5.9.3 | PHP version: 7.4

## Plugins

Total updates performed: **10**

PLUGIN	DATE	VERSION
gravityforms	2021-11-19	2.5.14 → 2.5.15
the-events-calendar	2021-11-19	5.10.1 → 5.11.0
events-calendar-pro	2021-11-19	5.9.2.1 → 5.10.0
autoupdater	2021-11-19	5.8.0 → 5.8.1
the-events-calendar	2021-11-09	5.10.0 → 5.10.1
autoupdater	2021-11-09	5.6.7 → 5.8.0
autoupdater	2021-11-03	5.6.3 → 5.6.7
gravityforms	2021-10-26	2.5.12 → 2.5.14
the-events-calendar	2021-10-26	5.9.2 → 5.10.0
autoupdater	2021-10-26	5.6.1 → 5.6.3

## Themes

Total updates performed: **1**

THEME	DATE	VERSION
astra	2021-11-02	3.7.3 → 3.7.4

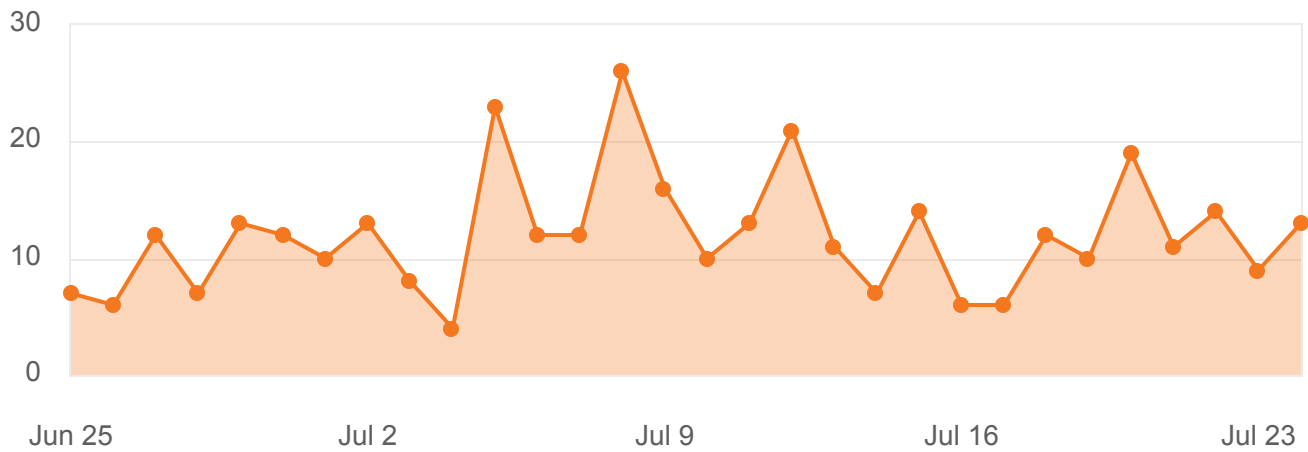


Google Analytics is one of the most popular digital analytics software that provides valuable in-depth detail about the visitors on your website.

<b>357</b> New Users	<b>120</b> Returning Users	<b>560</b> Sessions	<b>00:01:16</b> Avg. time on site	<b>61.61%</b> Bounce rate
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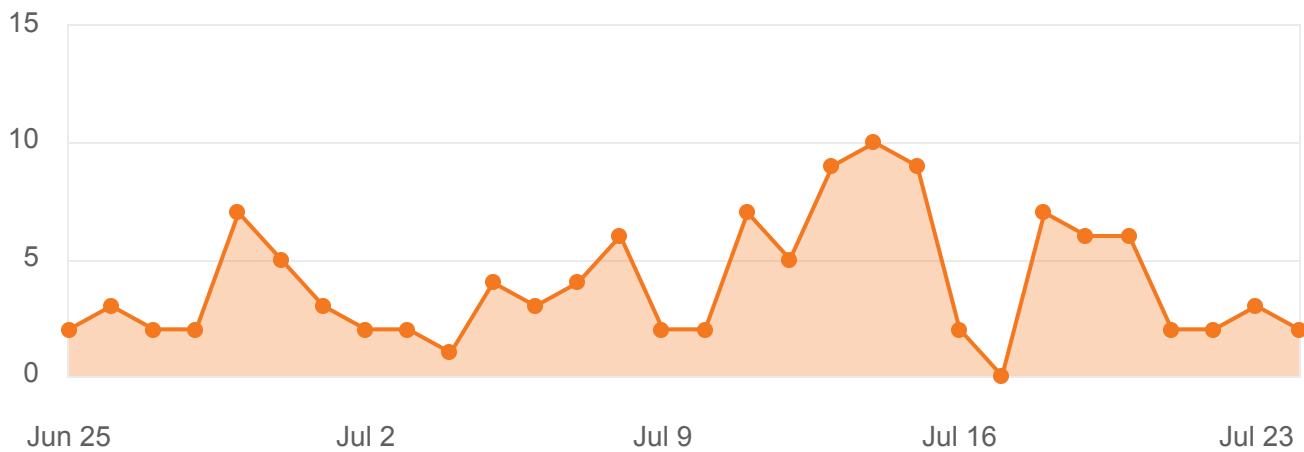
## New Users

New users are users who have never been to your site before and have visited for the first time. New users = potential new business!



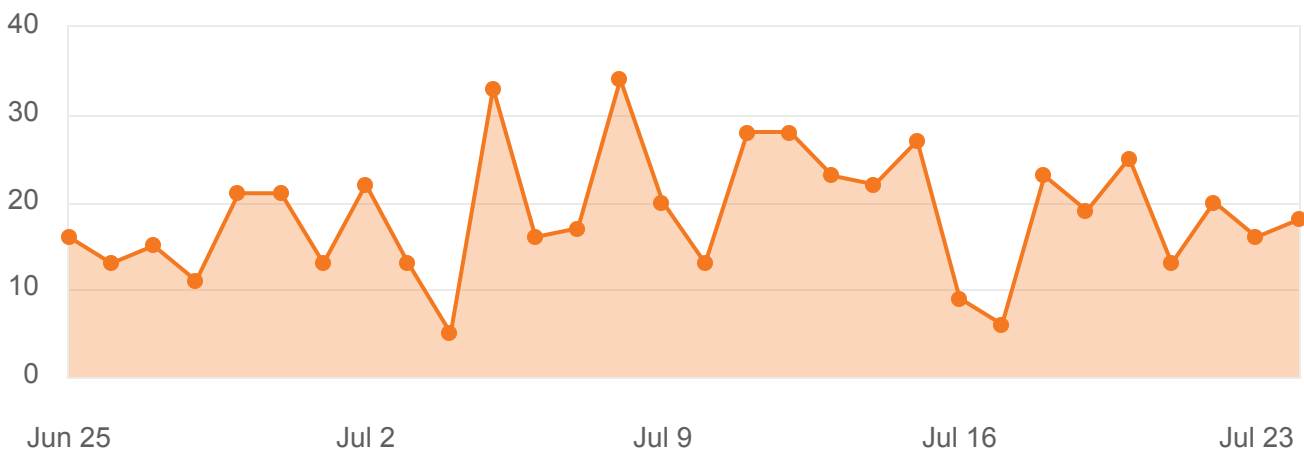
## Returning Users

Returning users are defined as users who have been to your site before within a pre-determined timeframe, using the same device and browser.



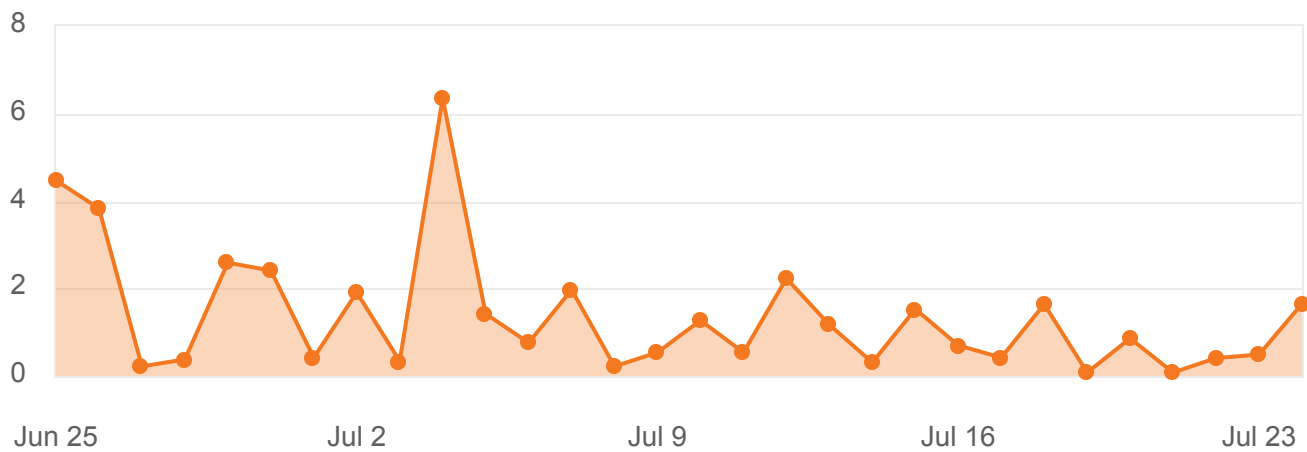
## Sessions

Total sessions are the sum of every single time someone visits your website, regardless of if they are a new or returning visitor.



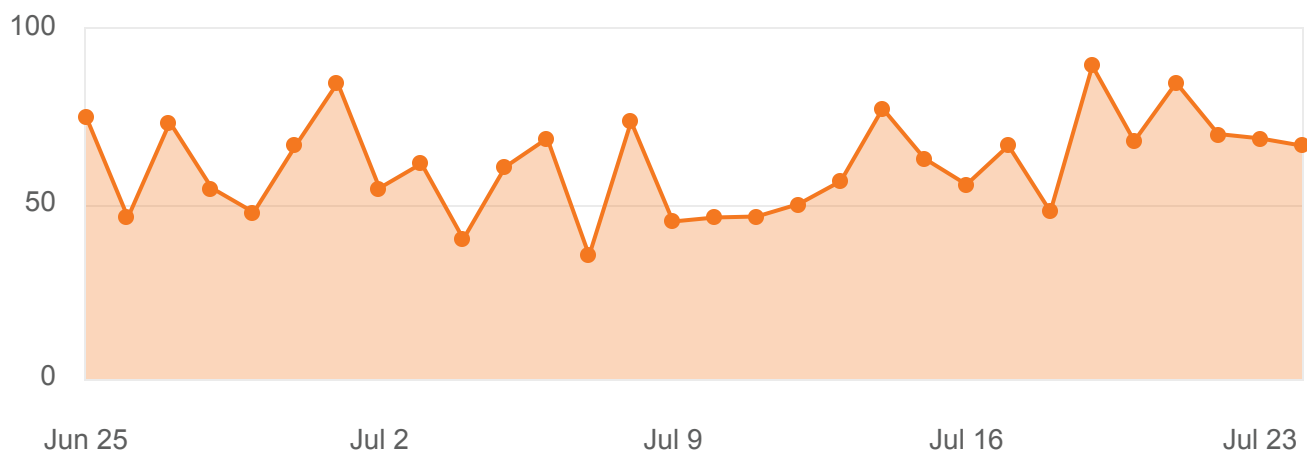
## Average time on site

Average time on site is the average duration of time users spent viewing your site. The longer, the better!



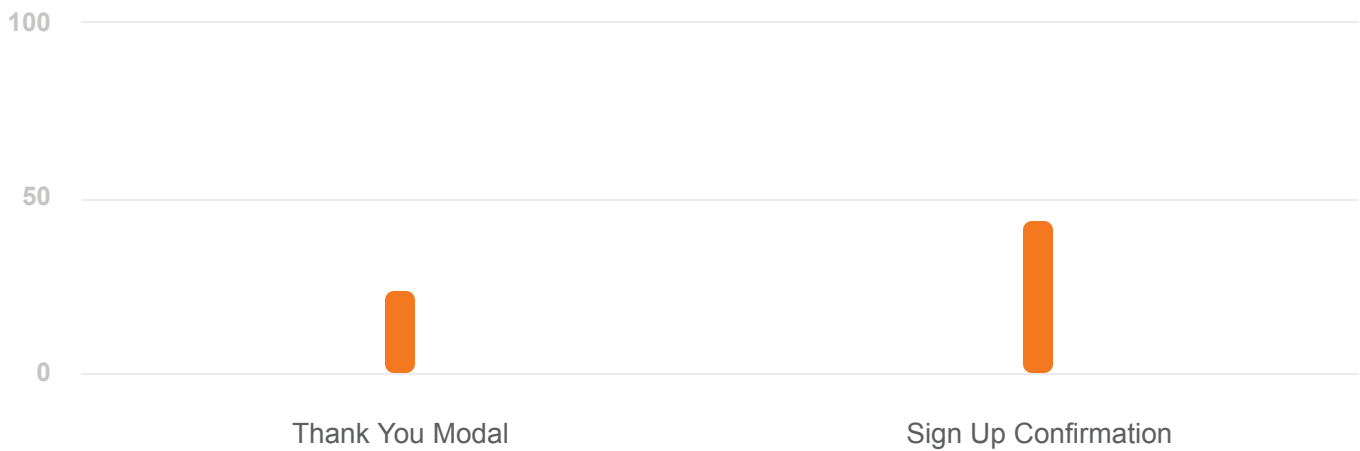
## Bounce rate

Bounce rate is the percentage of visitors who navigate away from your site after viewing only one page. The lower, the better!



## Top goals

These are the top performing goals that we have set up on your website. It's great to see users taking action!





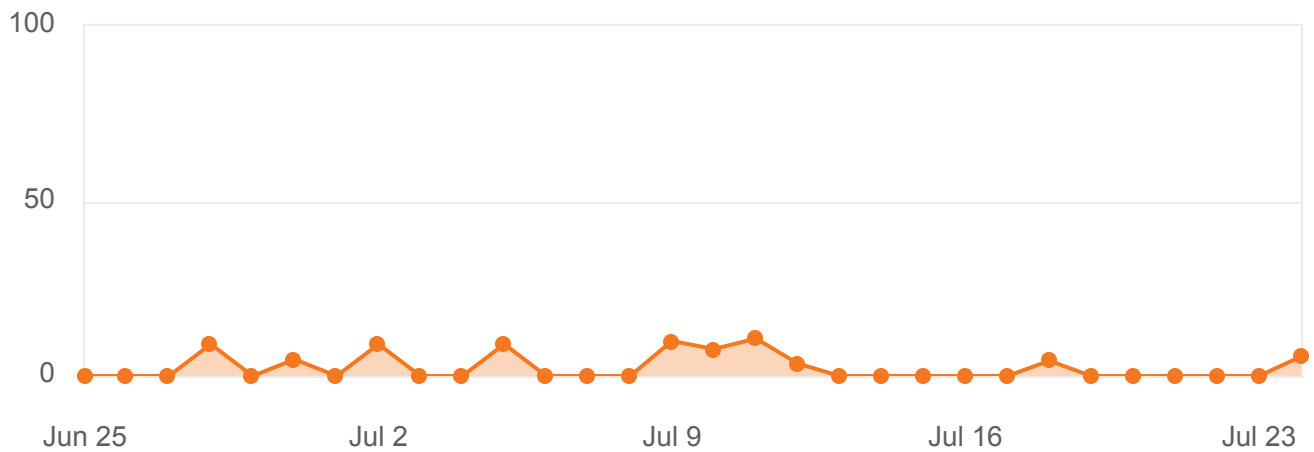
## Page visits

These are your top performing pages on your website, determined by number of visits to each one.

PAGE	PAGE VIEWS	UNIQUE PAGE VIEWS	AVG. TIME	BOUNCE RATE
/	330	279	00:01:16	36.69
/schedule/	271	231	00:02:40	86.73
/programs/adults-bjj/	62	54	00:01:01	100.00
/special-offers/	52	45	00:01:23	60.00
/about-us/professo...	43	40	00:00:56	90.00
/2019/09/13/begin...	40	36	00:02:30	83.33
/2019/09/13/the-ul...	40	38	00:00:42	94.74
/programs/	40	30	00:00:57	100.00
/contact-us/	39	33	00:00:25	57.14
/about-us/professo...	21	18	00:00:33	50.00


## Conversion rate

Conversion rate is the percent of users that have completed set goals on your site, such as filling out a contact form or clicking on your phone number, for example.



## Traffic sources

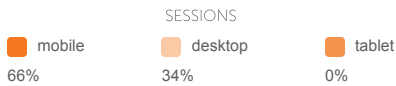
Traffic sources are the origin through which people have found your site.



CHANNEL GROUP	USERS	NEW USERS	SESSIONS
Organic Search	239	219	339
Direct	122	118	167
Referral	20	5	36
Social	16	15	18

# Devices

This gives you an idea of what type of devices your users are on when visiting your site, primarily made up of mobile, tablet and desktop.



TYPE	USERS	NEW USERS	SESSIONS
mobile	229	219	367
desktop	149	137	192
tablet	1	1	1
Totals	379	357	560



## Other work done in this period:

- Updated hero image
- Updated Google My Business listing
- Added 2 new blog posts
- Posted 5 times to Facebook page