



Your Business Name

Website Performance Report



October 2019

james@semantic.co.uk | +44 (0)2380 111 546

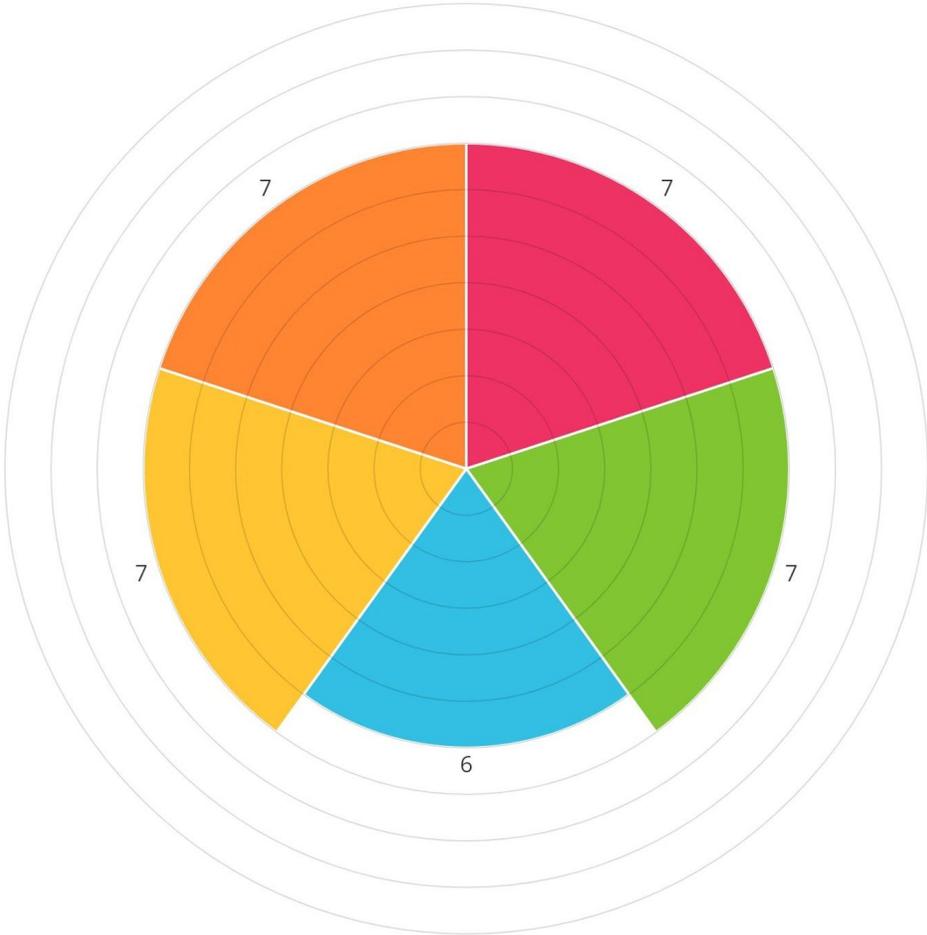
Executive Summary

QPS Score (Quality Performance Standard)	
This month (June)	Last month
7	6

This score is as a result of strong ecommerce revenue and transactions this month. Site uptime & security remained solid.

Key highlights

- Traffic **+X%** users vs. LY
- Revenue, Conversion Rate, Transactions and Average Order Value **up** vs. LY
- Page speed **X%** faster vs. LY
- Accessibility rating of **X/100** on desktop and **X/100** on mobile
- Site uptime was **XX.XX%**



■ Traffic & Acquisition ■ eCommerce ■ Site Speed
■ Accessibility ■ Uptime & Security



Quick links

- [Tasks in June](#)
- [The Results & Data](#)
 - [Traffic & Acquisition](#)
 - [Ecommerce](#)
 - [Site Speed](#)
 - [Accessibility](#)
 - [Uptime Monitoring & Security](#)
- [Next steps](#)

Any questions?

Contact me on james@semantic.co.uk or give me a call on 02380 111 111.



Tasks from June

-- EXAMPLE TASKS --

- Navigation test implementation, setup & reporting
- Product panel layout test design and setup
- Form workflow development work
- Additional CMS tracking script fields



The Data

Traffic & Acquisition

Users

Users who have initiated at least one session

Users	Total				
	Actual	LY	vs. LY	Target	vs. Target
June	XX,XXX	XX,XXX	+XX.XX%	XX,XXX	+XX.XX%
YTD	XXX,XXX	XXX,XXX	+XX.XX%	XXX,XXX	+XX.XX%



Users	Desktop			Mobile			Tablet		
	Actual	LY	vs. LY	Actual	LY	vs. LY	Actual	LY	vs. LY
June	XX,XXX	XX,XXX	-XX.XX%	XX,XXX	XX,XXX	+XX.XX%	XX,XXX	XX,XXX	-XX.XX%
YTD	XXX,XXX	XXX,XXX	-XX.XX%	XXX,XXX	XXX,XXX	+XX.XX%	XXX,XXX	XXX,XXX	-XX.XX%

Sources of Traffic

Organic Search, Direct Traffic and Paid Search account for XX.X% of all traffic. A full breakdown of traffic sources can be found in Google Analytics.

Organic Search		
Actual	LY	vs LY
XX,XXX	XX,XXX	+XX.XX%

Direct		
Actual	LY	vs LY
XX,XXX	XX,XXX	-XX,XX%

Paid Search		
Actual	LY	vs LY
XX,XXX	XX,XXX	+XX,XX%

Bounce Rate

The percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds.

Total		
Actual	LY	vs LY
XX,XX%	XX,XX%	+XX,XX%



Desktop		
Actual	LY	vs LY
XX,XX%	XX,XX%	-XX,XX%

Mobile		
Actual	LY	vs LY
XX,XX%	XX,XX%	-XX,XX%

Tablet		
Actual	LY	vs LY
XX,XX%	XX,XX%	-XX,XX%

Actions & Recommendations

- Traffic is marginally up in June YoY, mainly driven by a large increase from Paid Search (+XX,XX)
- Direct Traffic saw a drop YoY, although this is not always a bad thing. Sometimes it means that there is better tracking in place for other channels
- Organic Traffic is quite flat YoY. I'd suggest we do some in depth keyword research to identify areas of improvement here.
- I'd suggest a full traffic audit to identify the key trends YoY.



eCommerce

Transactions

The number of transactions in June.

Transactions	Total				
	Actual	LY	vs. LY	Target	vs. Target
June	X,XXX	X,XXX	+XX,XX%	X,XXX	+XX,XX%
YTD	XX,XXX	XX,XXX	+XX,XX%	XX,XXX	+XX,XX%

Transactions	Desktop			Mobile			Tablet		
	Actual	LY	vs. LY	Actual	LY	vs. LY	Actual	LY	vs. LY
June	X,XXX	X,XXX	+XX,XX%	X,XXX	X,XXX	+XX,XX%	X,XXX	X,XXX	+XX,XX%
YTD	+XX,XX%	XX,XXX	+XX,XX%	XX,XXX	XX,XXX	+XX,XX%	X,XXX	X,XXX	+XX,XX%



Revenue

Online forward sales revenue.

Revenue (£)	Total				
	Actual	LY	vs. LY	Target	vs. Target
June	XXX,XXX	XXX,XXX	+XX.XX%	XXX,XXX	+XX.XX%
YTD	X,XXX,XXX	X,XXX,XXX	+XX.XX%	X,XXX,XXX	+XX.XX%

Revenue (£)
June
YTD

Desktop		
Actual	LY	vs. LY
XXX,XXX	XXX,XXX	+XX.XX%
X,XXX,XXX	X,XXX,XXX	+XX.XX%

Mobile		
Actual	LY	vs. LY
XXX,XXX	XXX,XXX	+XX.XX%
X,XXX,XXX	X,XXX,XXX	+XX.XX%

Tablet		
Actual	LY	vs. LY
XXX,XXX	XXX,XXX	+XX.XX%
X,XXX,XXX	XXX,XXX	+XX.XX%

Average Order Value

The average amount spent in a transaction.



Total (£)		
Actual	LY	vs LY
XX,XX	XX,XX	+X,XX%

Desktop		
Actual	LY	vs LY
XX,XX	XX,XX	+X,XX%

Mobile		
Actual	LY	vs LY
XX,XX	XX,XX	+XX,XX%

Tablet		
Actual	LY	vs LY
XX.XX	XX,XX	+XX.XX%

Conversion Rate

The percentage of users who made a booking out of all users who visited the website.

Conversion Rate (%)	Total				
	Actual	LY	vs. LY	Target	vs. Target
June	X,XX%	X,XX%	+XX,XX%	X,XX%	+XX,XX%
YTD	X,XX%	X,XX%	+XX,XX%	X,XX%	+XX,XX%



Conversion Rate (%)	Desktop			Mobile			Tablet		
	Actual	LY	vs. LY	Actual	LY	vs. LY	Actual	LY	vs. LY
June	X,XX%	X,XX%	+XX,XX%	X,XX%	X,XX%	+XX,XX%	X,XX%	X,XX%	+XX,XX%
YTD	X,XX%	X,XX%	+XX,XX%	X,XX%	X,XX%	+XX,XX%	X,XX%	X,XX%	+XX,XX%

Actions & Recommendations

The ecommerce data shows positive improvement in all areas.

- The increase in revenue seems to be driven by an increase in all of the main products. Particularly the 'XXXXX', which has seen a XX,XX% increase in revenue YoY.
- The 'XXXXXXX' has contributed to the increase in quantity of products sold, as it wasn't available in 2018. However the average price is low for this product.
- 'XXXXX' products saw a small improvement in June YoY, with a X,XX% increase.
- Paid Search was a key influence on the increase in revenue, with a +XX,XX% increase in June YoY.
- For an enhanced ecommerce product breakdown, please get in touch.

Conversion Rate

While Conversion Rate is ahead of last year, it still seems quite low at just X,XX%. I'd suggest we focus on this next month. Initially, we'd start by looking at the following areas:



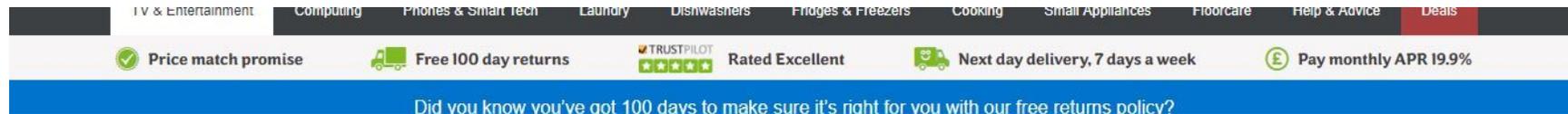
- Qualitative analysis & understanding the users
user testing, heat maps, session recordings, website view analysis
- Quantitative analysis
key demographics, ecommerce product analysis, channels + device, key pages, page speed

Based on this data, we'd then come up with some hypothesis to increase conversion rate. We'd then come up with new layouts & features and test these vs the current site.

As mentioned above, we'd base the split tests on the data we gather initially. However, from our experience working with other attractions, we could start by looking at the following areas:

- **Show your unique/key selling points and highlight the benefits of booking online**

Product page & site-wide USP bar (AO do this well)



- **Product page layout**

We've tested many different page layouts and seen some good results, so this would be an interesting test

- **Social Proof**

Make more of the reviews on the key pages

- **Value Proposition**

We've seen good uplifts changing the way the value proposition is displayed on the homepage. I'd suggest we rework the hero area.



- **Header updates**

Consider testing a stronger CTA in header. Example:

Site Speed

There is strong research to say that faster websites, convert better. Google also now say that they will rank faster websites higher.

Google Analytics

Total (seconds)		
Actual	LY	vs LY
X.XX	X.XX	-X.XX%

Desktop (seconds)		
Actual	LY	vs LY
X.XX	X.XX	+XX.XX%

Mobile (seconds)		
Actual	LY	vs LY
X.XX	X.XX	-X.XX%

Tablet (seconds)		
Actual	LY	vs LY
X.XX	X.XX	+X.XX%

Google PageSpeed Insight Score

- Mobile XX/100



- Desktop XX/100

Actions & Recommendations

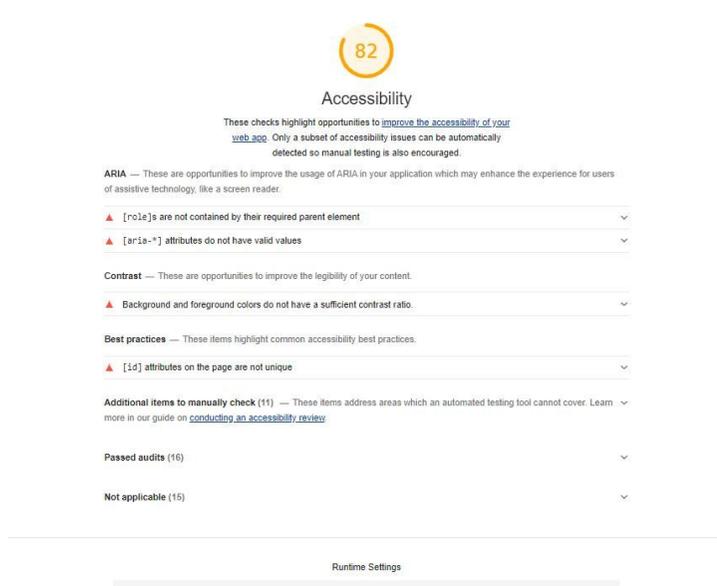
- There are a number of reasons why PageSpeed has increased. I'd suggest we do dig into this further to see what optimisations can be made.
- Having run some tests, we know that external tracking scripts, which are loaded through Google Tag Manager could cause issues with Page Speed. I'd suggest auditing them and removing any that aren't being used and ensuring that they are being loaded in the most efficient way possible.



Accessibility

The latest reports from Google Lighthouse are shown below:

- **Mobile: XX/100**
- **Desktop: XX/100**



The screenshot displays the Accessibility section of a Google Lighthouse report. At the top, a score of 82 is shown in a yellow circle. Below the score, the word "Accessibility" is centered. A paragraph explains that these checks highlight opportunities to improve the accessibility of a web app, noting that only a subset of issues can be automatically detected and that manual testing is also encouraged. The report is organized into several categories, each with a red triangle icon and a dropdown arrow:

- ARIA** — These are opportunities to improve the usage of ARIA in your application which may enhance the experience for users of assistive technology, like a screen reader.
 - [role]s are not contained by their required parent element
 - [aria-*] attributes do not have valid values
- Contrast** — These are opportunities to improve the legibility of your content.
 - Background and foreground colors do not have a sufficient contrast ratio.
- Best practices** — These items highlight common accessibility best practices.
 - [id] attributes on the page are not unique
- Additional items to manually check (11)** — These items address areas which an automated testing tool cannot cover. Learn more in our guide on [conducting an accessibility review](#).
- Passed audits (16)**
- Not applicable (15)**

At the bottom of the report, there is a "Runtime Settings" section.



Actions & Recommendations

- The main navigation dropdown menu should have aria-controls
- The hero image on the attraction pages should have alt text
- I'd suggest we spend some time making accessibility improvements to make the site easier to use for disabled people.



Uptime Monitoring & Security

Site Uptime

We monitor site uptime and get alerted if any downtime is detected.

- Throughout October there was **99.97% Uptime**.

Date	Checks	Uptime
October 2019	3588	99.97%
September 2019	8227	99.99%
August 2019	8325	99.99%

Security

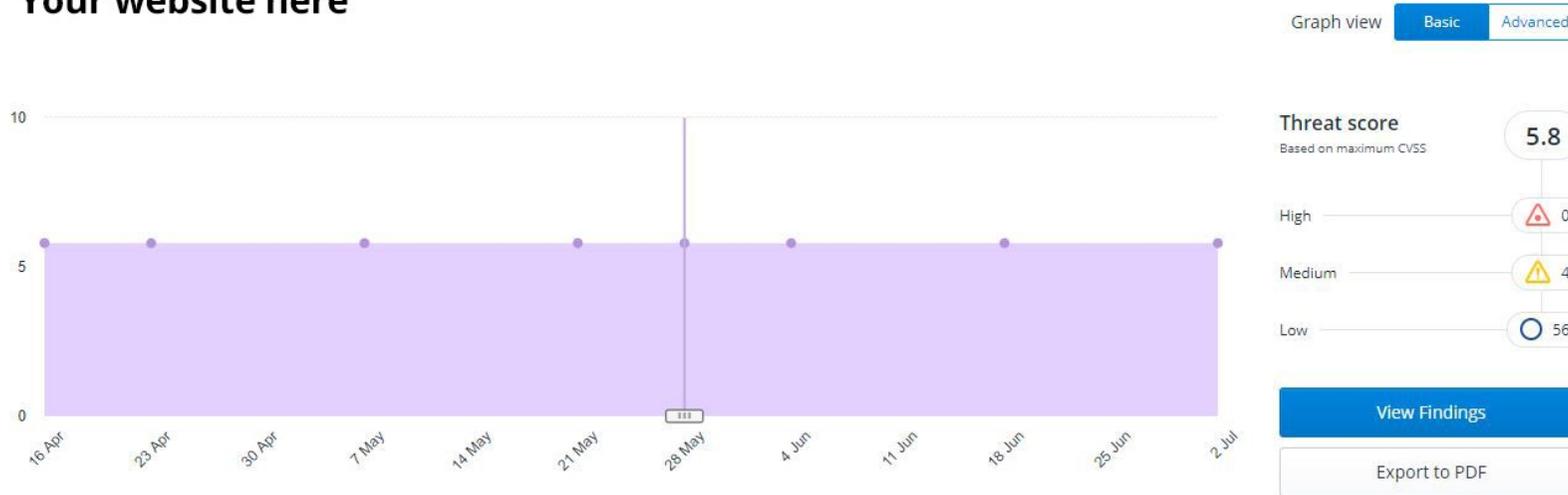
We run security scans on the site every week. From the latest scan, there are currently:

- 0 High Risk threats
- 4 Medium Risk threats
- 57 Low Risks threats

The overall score is **5.8 / 10**



Your website here



Actions & Recommendations

- I suggest we look into the medium vulnerabilities and put updates in place to resolve them.



Next steps

Based on the above data, we should focus on the following areas in **November**:

- Conversion Rate Optimisation
- Medium Vulnerabilities from Security Scan
- Page Speed
- SEO

If you have any questions or comments then please get in touch.

Kind regards,
James

