

Example Report

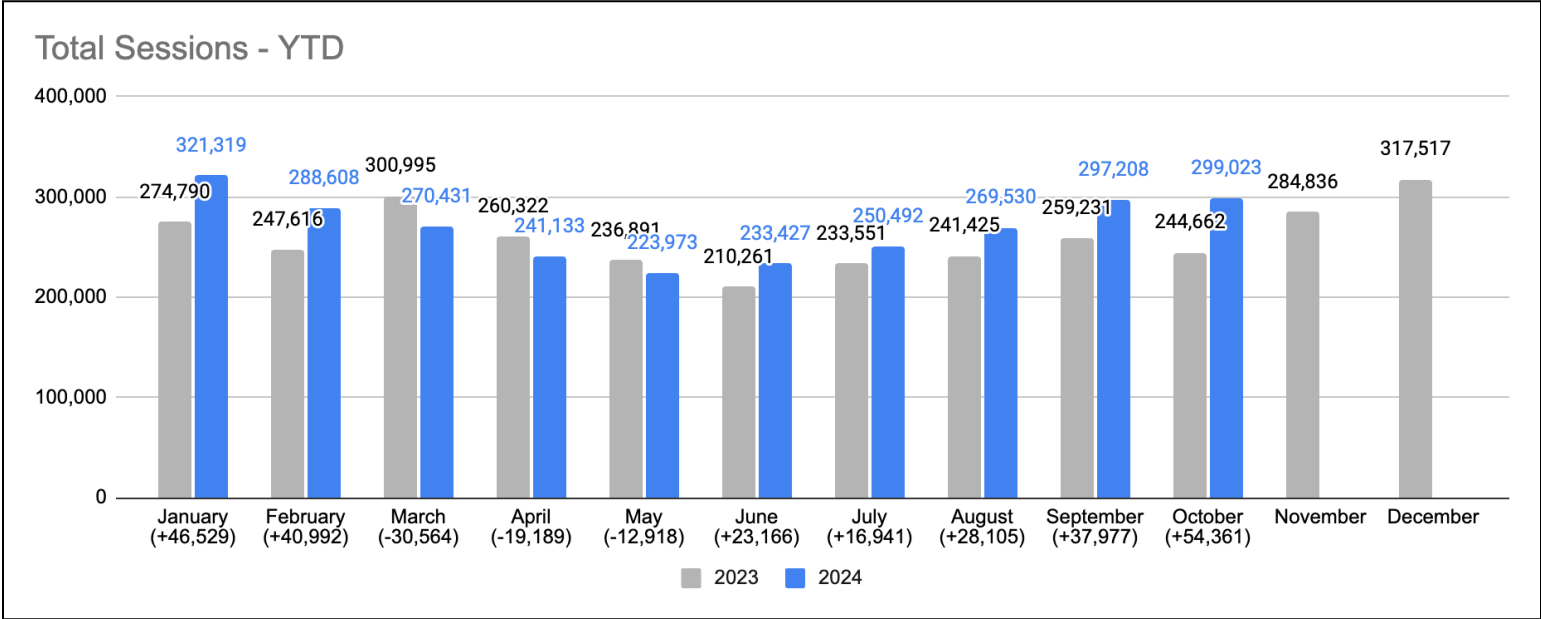
October 2024

Website Performance Overview: Monthly Insights

Total Traffic by Month

What This Graph Shows:

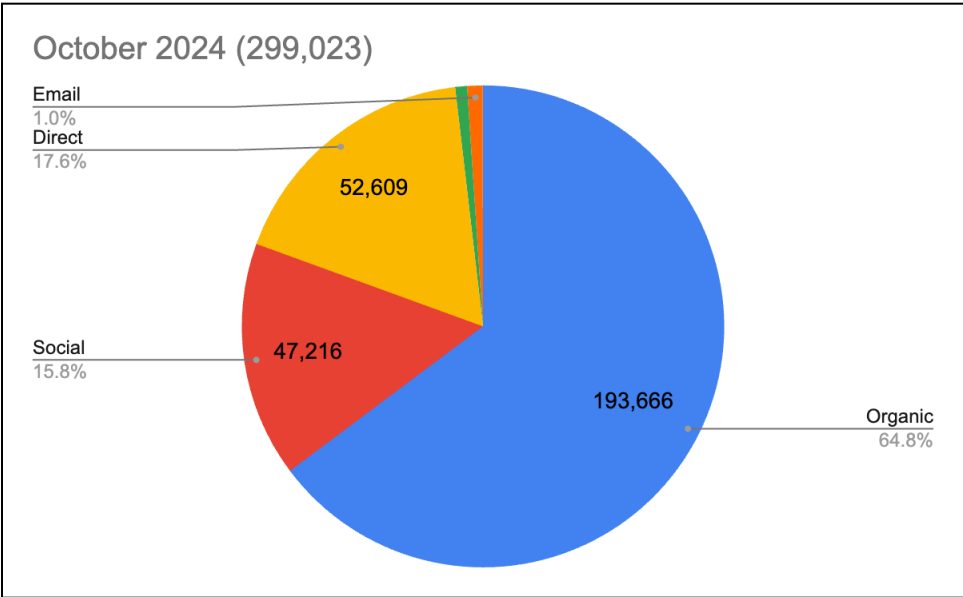
This graph displays your total sessions for each month. It shows all of your monthly sessions of the previous year and compares it to the monthly traffic of this calendar year so far.



Total Traffic Categories

What This Graph Shows:

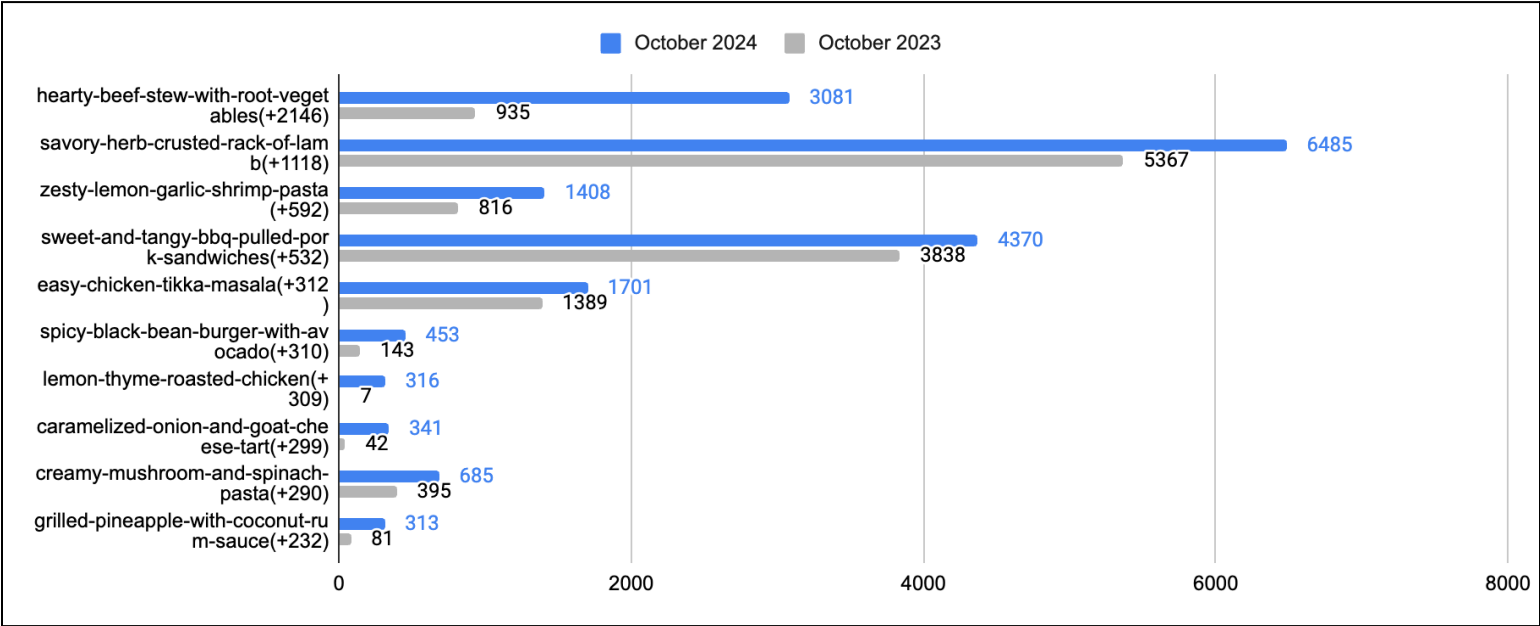
This graph breaks down your total sessions from the previous month into different categories (Direct, Organic, Referral/Social, Email, and Other). This graph helps you get an idea of where the majority of your traffic is coming from, as well as the proportion it makes up of your total traffic. The title at the top of the chart tells you what month and year this data is from as well as the total amount of sessions for that month.



Top Positive Changes (Clicks) - Google Only (+6140)

What This Graph Shows:

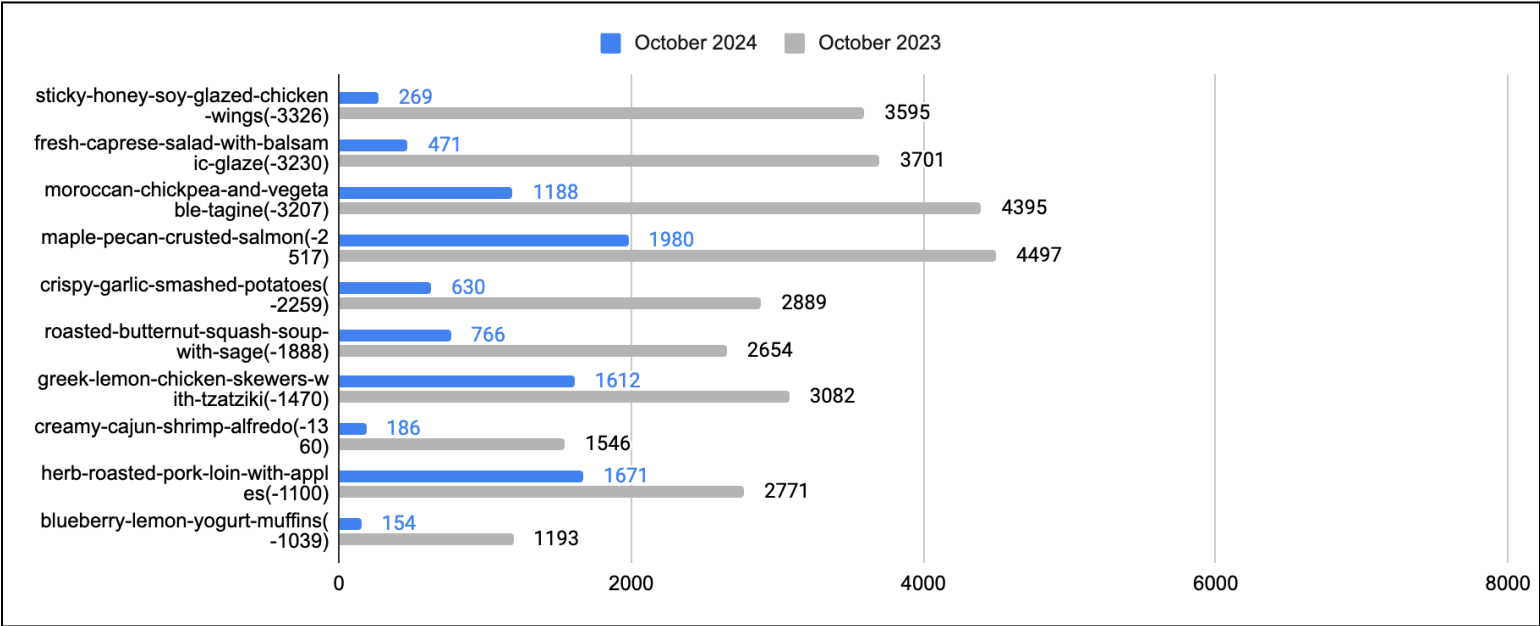
- This graph shows the top 10 biggest positive changes in clicks from Google searches comparing the previous month year over year.
- The graph is ranked by the largest CHANGES, not by the largest clicks.
- The difference amount is listed next to the posts name within parentheses.
- The total change caused by these 10 posts is listed next to the title above.



Top Negative Changes (Clicks) - Google Only (-21,396)

What This Graph Shows.

- This graph shows the top 10 biggest negative changes in clicks from Google searches comparing the previous month year over year.
- The graph is ranked by the largest CHANGES, not by the largest clicks.
- The difference amount is listed next to the posts name within parentheses.
- The total change caused by these 10 posts is listed next to the title in parentheses.



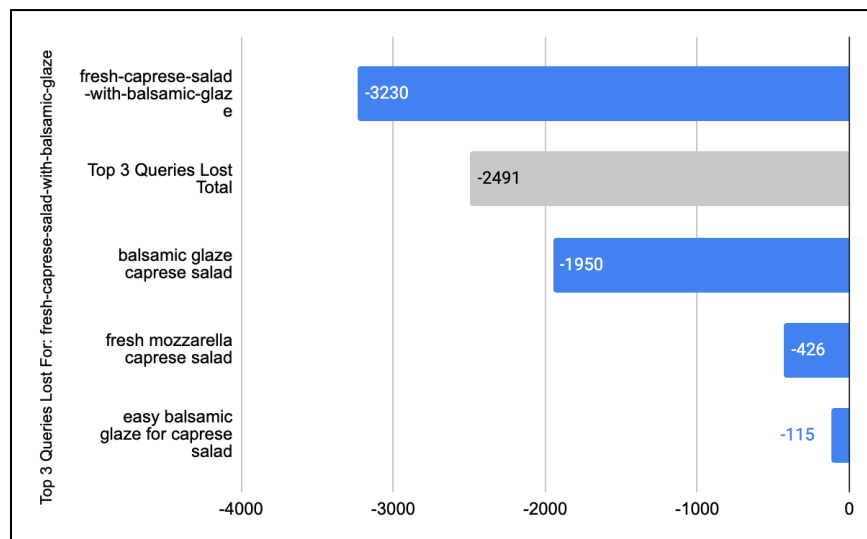
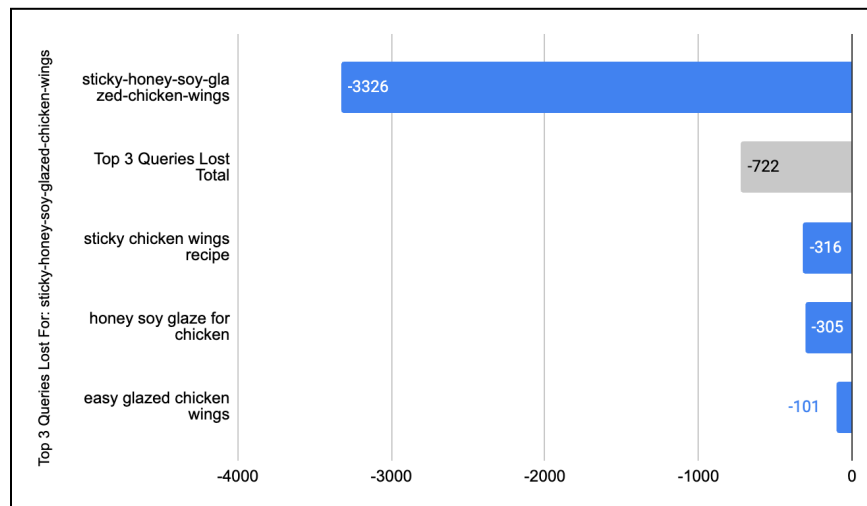
Action Items:

- ☐ Research and integrate relevant keywords that are currently trending. Update titles, headings, and meta descriptions to better align with user search intent for the affected posts.
- ☐ Add internal links from other relevant posts on your blog to the underperforming posts. This can help increase traffic to the declining pages and improve their SEO by distributing link authority.
- ☐ Check the keyword usage. Ensure that target keywords are still included in strategic places like the title, headers, meta descriptions, and image alt tags.

Top 3 Queries Lost

What These Graph Show:

- There is one of these graphs for each of the 2 biggest negatively changed posts year over year.
- The top bar shows the total change for the previous month (year over year).
- The next bar shows the total amount lost by the top 3 queries lost.
- The next 3 bars show the top 3 queries lost for that post and the amounts lost for each query.



Action Items:

- ☐ Reintroduce or add the fallen queries as primary and secondary keywords within the post. Ensure they appear naturally in key areas like the title, headers, and first 100 words.
- ☐ Expand keyword variations and long-tail keywords related to these queries.
- ☐ Analyze competitor posts that rank higher for the fallen queries. Look at what content, keywords, and user engagement strategies they are using, and adjust your content to match or exceed their quality.

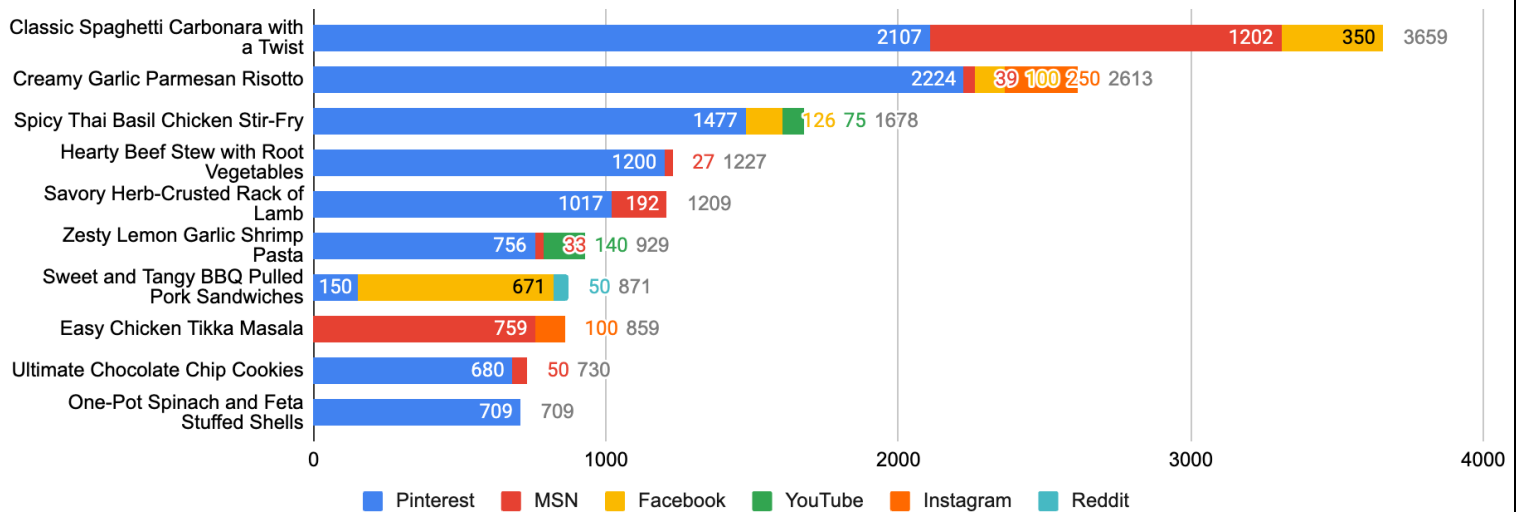
Social Media Performance: Monthly Breakdown

Top 10 Social Posts

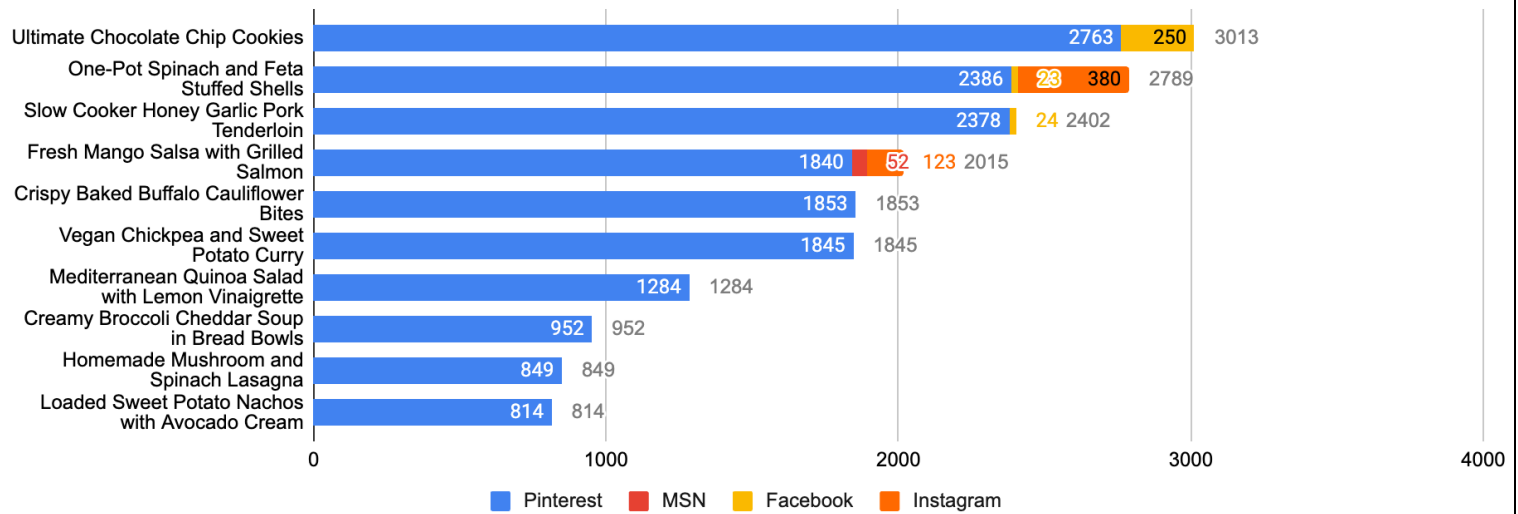
What These Graphs Show:

- This graph highlights the top 10 posts that generated the highest number of sessions from social media, with the overall total displayed at the end.
- The bar for each post is broken down into the different social media platforms with their respective amounts.
- Compare the two graphs to see what posts do well around this time of year, what posts are benefiting most from social media, and what social media platforms could be utilized more.
- Media Platforms that had <20 sessions are not counted or shown.

Top 10 Social Posts - October 2024



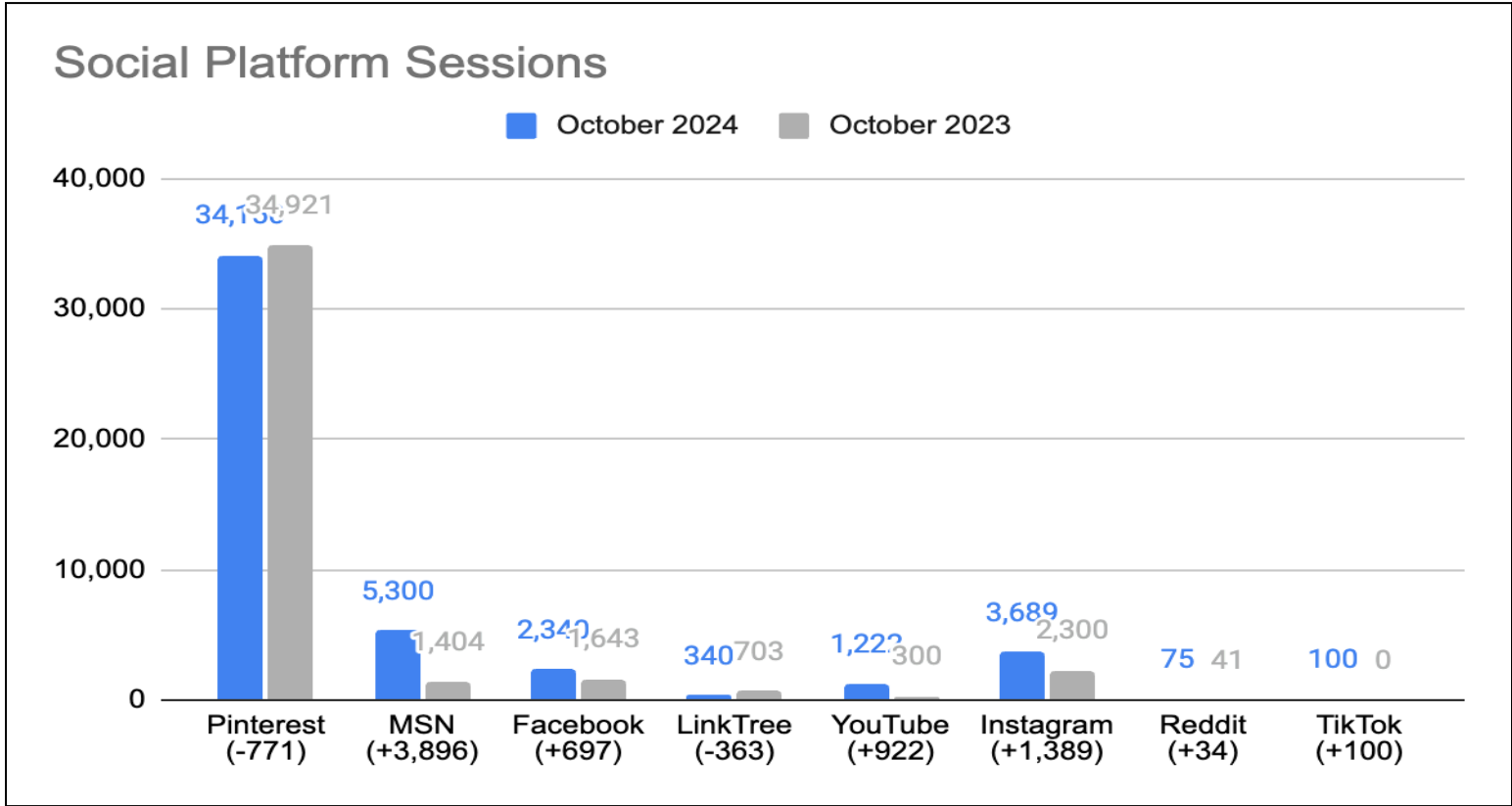
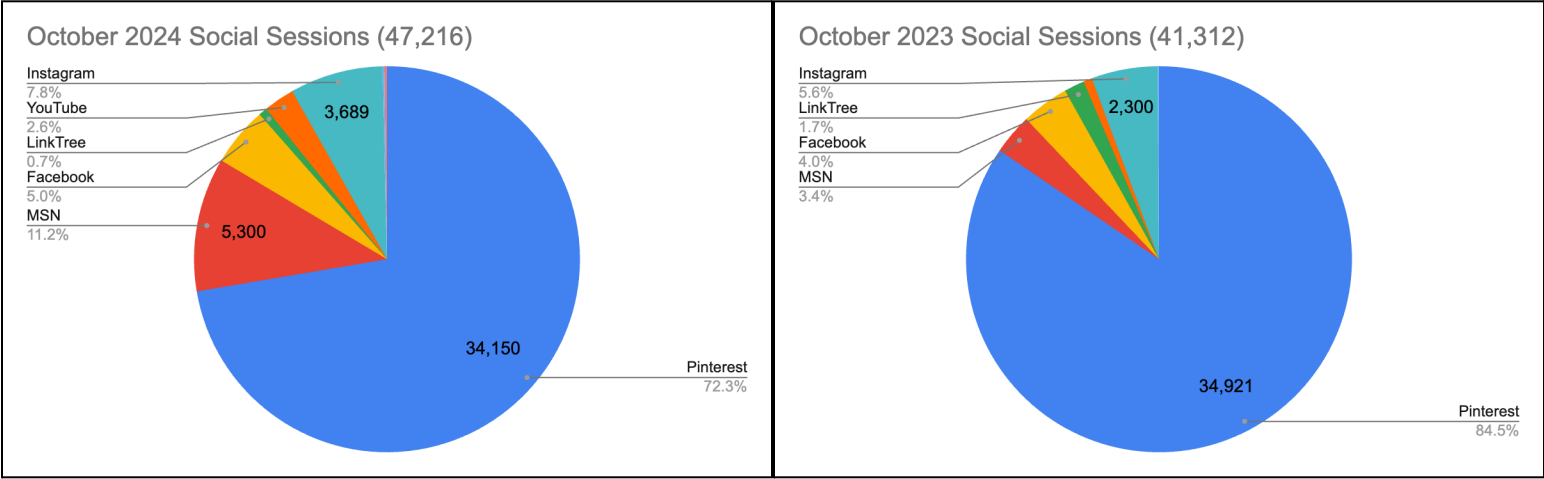
Top 10 Social Posts - October 2023



Social Media Platform Breakdown

What These Graphs Show:

- This pie chart breaks down the proportions of total social media sessions for the month for each media platform
- Compare these two graphs to see how your social media has changed in the past year, what social media platforms have grown, and what platforms might need some more attention.
- The bar chart breaks down the difference in sessions by social media platform.




Top 10 Pinterest Posts (Post Examples Courtesy of The Foreign Fork)

What This Table Shows:

- This table shows the top 10 Pins from the previous month and includes the pin URL, the amount of Outbound Clicks (with the total summed up in the header), the Pin Title, the owner of the board the pin is on, when the pin was pinned to that board, and how many months it's been since the pin was created, respectively.
- These are the top pins for YOUR content. Pins that lead to others' content, even if re-pinned by you, are filtered out.

Pinterest Link	Pin Image	Outbound clicks (7,554)	Board Owner	Title	Pinned To Board On
Link to pin will be here		1,195	kelley_rittel	Italian Pistachio Cookie Recipe	Oct-11-2024
Link to pin will be here		1,093	Inc314	Authentic Italian Sausage and Peppers - 30 Min Meal! - The Foreign Fork	Jun-16-2024
Link to pin will be here		1,029	theforeignfork	Butter Tea Recipe: A Perfect Comfort Drink	Jan-27-2021
Link to pin will be here		756	theforeignfork	Homemade Irish Stew Recipe	Nov-24-2022
Link to pin will be here		640	pinit72	Walnut Cookies	Oct-06-2024
Link to pin will be here		622	bdibling	Walnut Cookies	Oct-23-2024

Link to pin will be here	 A close-up of a single walnut cookie, which is crescent-shaped and filled with a dark, chunky filling, likely walnuts. The text "Walnut COOKIES" is overlaid at the top.	586	KatieJoWash	Walnut Cookies	Aug-23-2024
Link to pin will be here	 Two images of Australian sausage rolls. The top image shows a single roll, and the bottom image shows a batch of rolls. The text "AUSTRALIAN Sausage Rolls" is overlaid.	573	molly_mormon99	Sausage Roll Recipe from Australia	Dec-09-2023
Link to pin will be here	 Two images of pupusas. The top image shows a pupusa being held, and the bottom image shows a batch of pupusas. The text "Homemade PUPUSA RECIPE" is overlaid.	537	angiesp	Pupusa Recipe from El Salvador - The Foreign Fork	Mar-05-2023
Link to pin will be here	 Two images of a Margherita pizza. The top image shows a whole pizza, and the bottom image shows a close-up of the toppings. The text "Homemade MARGHERITA PIZZA" is overlaid.	523	sndwiet	Homemade Margherita Pizza Recipe	Nov-07-2023

Top 10 Facebook Posts

What This Table Shows:

- This table shows the top 10 Facebook posts from the previous month, ranked by the most amount of Reach. It includes the Post URL, when the post was made and at what time, the amount of reach of each post (totaled up in the header), the amount of clicks on the post's link, how many likes the post had, and then what blog post was promoted in the post.

Facebook Link (September 2024)	Created Time	Reach (8506)	Link Clicks (10)	Likes (57)	Promoted URL on Post
Link to the post will be here	Sep-30-2024 7:01 AM	3583	4	4	creamy-broccoli-cheddar-soup-in-bread-bowls
Link to the post will be here	Sep-22-2024 7:00 AM	767	1	10	homemade-mushroom-and-spinach-lasagna
Link to the post will be here	Sep-29-2024 8:01 PM	726	3	11	loaded-sweet-potato-nachos-with-avocado-cream
Link to the post will be here	Sep-22-2024 1:15 PM	682	0	5	italian-sausage-and-peppers-pasta-bake
Link to the post will be here	Sep-29-2024 1:15 PM	539	0	3	rustic-apple-cinnamon-crumble-pie
Link to the post will be here	Sep-21-2024 8:01 PM	534	0	5	pan-seared-scallops-with-garlic-butter-sauce
Link to the post will be here	Sep-22-2024 8:01 PM	463	1	3	coconut-milk-and-lime-marinated-chicken-skewers
Link to the post will be here	Sep-29-2024 7:00 AM	408	0	5	quick-and-easy-teriyaki-beef-stir-fry
Link to the post will be here	Sep-27-2024 7:01 AM	406	1	6	cheesy-baked-ziti-with-italian-sausage
Link to the post will be here	Sep-28-2024 1:01 PM	398	0	5	buttery-garlic-knots-with-marinara-dip

Top 10 Instagram Posts

What this table shows:

- This table shows the top 10 Instagram posts from the previous month, ranked by the most amount of Reach. It includes the Post URL, when the post was made and at what time, the amount of reach of each post (totaled up in the header), and then how many Likes, Comments and Shares the post had.

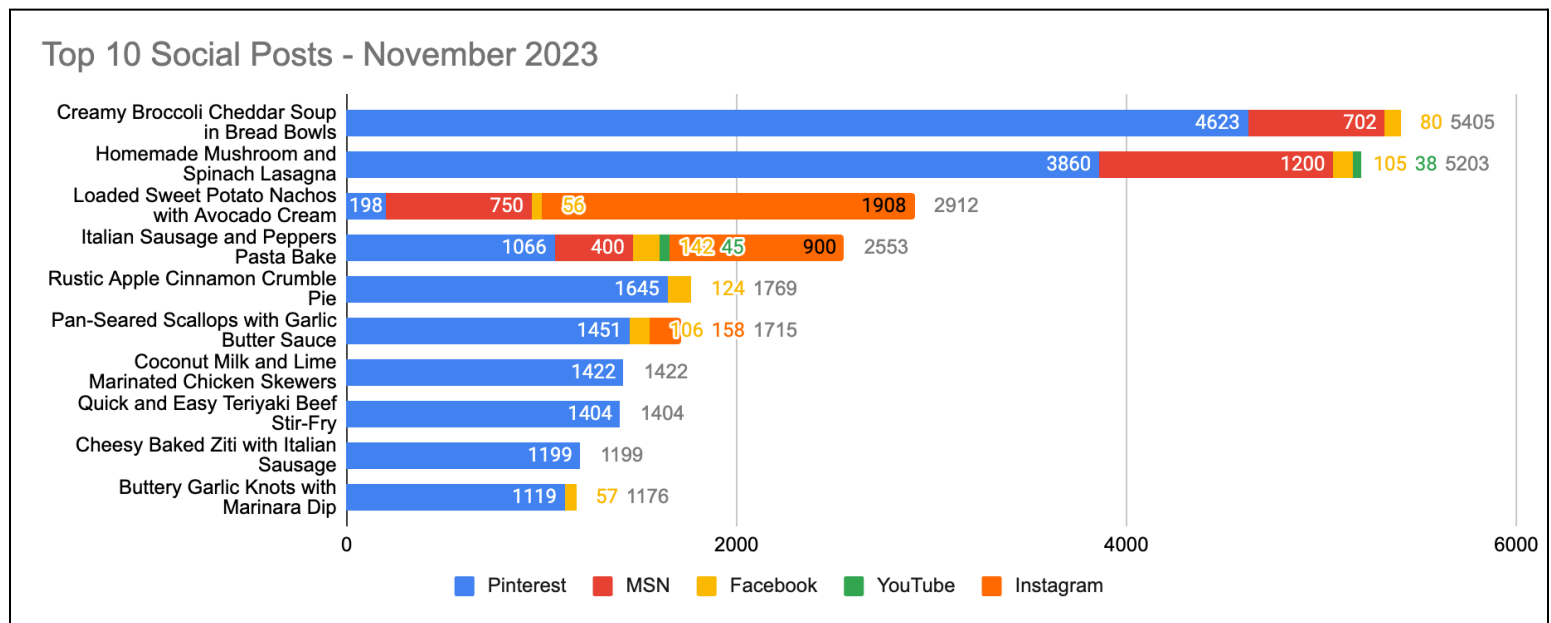
Instagram Link (October 2024)	Main Image	Publish Date	Reach (10,795)	Likes (298)	Comments (57)	Shares (17)
Link to the post will be here		Oct-25-2024 11:12 AM	2,734	69	12	9
Link to the post will be here		Oct-27-2024 12:32 PM	2,366	50	2	0
Link to the post will be here		Oct-22-2024 11:43 AM	2,014	57	21	3
Link to the post will be here		Oct-24-2024 1:25 PM	1,882	56	11	1
Link to the post will be here		Oct-29-2024 11:40 AM	1,799	66	11	4

Looking To the Future: What To Promote Next Month

Top 10 Social Posts

What This Graph Shows:

- This graph breaks down the Top 10 posts in that received the most sessions from social media in the upcoming month in the previous year with the total at the end
- The bar for each post is broken down into the different social media platforms with their respective amounts
- Media Platforms that had <20 sessions are not counted or shown



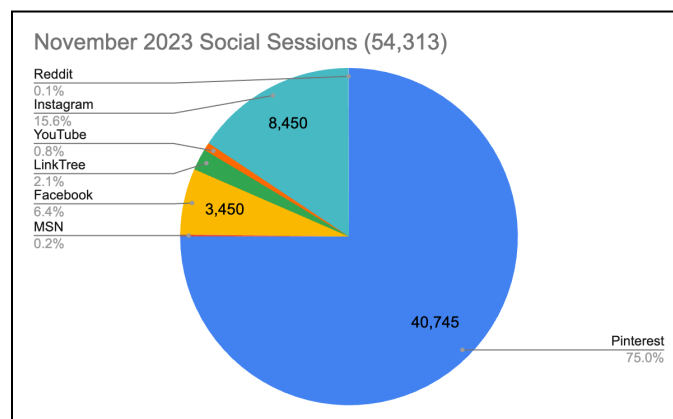
Action Items:

- ☐ Promote your Top 3 on this list on a quick turnaround platform like Instagram or Facebook
- ☐ Repurpose your most popular recipes into different content formats.
- ☐ If the posts did well on quick turnaround platforms, such as Instagram, Facebook, or Tiktok, promote them again this upcoming month. If they did well on Pinterest, make note to redo pins for those recipes 3 or 4 months before their season so they have time to gain traction.

Social Media Platform Breakdown

What this graph shows:

- This pie chart breaks down the proportions of total social media sessions for the month for each media platform



Top 10 Facebook Posts

What this table shows:

- This table shows the top 10 Facebook posts from the upcoming month in the previous year, ranked by the most amount of Reach. This will show you what posts did the best and what you should consider posting again in this upcoming month. It includes the Post URL, when the post was made and at what time, the amount of reach of each post (totaled up in the header), the amount of clicks on the post's link, how many likes the post had, and then what blog post was promoted in the post.

Facebook Link (November 2023)	Created Time	Reach (113,278)	Link Clicks (63)	Likes (324)	Promoted URL on Post
Link to the post will be here	Nov-21-2023 1:01 PM	31,379	7	79	instant-pot-brussels-sproutsBrussels
Link to the post will be here	Nov-26-2023 1:01 PM	17,335	3	25	garlic-redskin-mashed-potatoes-recipeGarlic
Link to the post will be here	Nov-27-2023 9:00 PM	11,768	13	72	traditional-italian-pizzelle-recipeThis
Link to the post will be here	Nov-29-2023 3:01 PM	9,016	2	34	liege-waffles
Link to the post will be here	Nov-23-2023 8:00 PM	8,305	0	13	bashbarmak
Link to the post will be here	Nov-23-2023 11:15 PM	8,076	4	25	sushi-vs-sashimi
Link to the post will be here	Nov-21-2023 9:00 PM	7,945	14	41	monkey-munch
Link to the post will be here	Nov-27-2023 3:01 PM	7,121	5	11	caramelized-potatoes
Link to the post will be here	Nov-23-2023 3:01 PM	6,384	14	15	spinach-salad
Link to the post will be here	Nov-25-2023 9:00 PM	5,949	1	9	ghorayebah






Action Items:

- ☐ Re-share the top-performing posts with updated captions or fresh visuals to reach new audiences and reignite engagement.
- ☐ Look at the time of day last year's top posts performed best and schedule new content for similar times to optimize engagement.
- ☐ Share the recipes that did well on Facebook on other social media platforms as well to increase reach

Top 10 Instagram Posts

What this table shows:

- This table shows the top 10 Instagram posts from the upcoming month in the previous year, ranked by the most amount of Reach. This will show you what posts did the best and what you should consider posting again in this upcoming month. It includes the Post URL, when the post was made and at what time, the amount of reach of each post (totaled up in the header), and then how many Likes, Comments and Shares the post had.

Instagram Link (November 2023)	Main Image	Publish Date	Reach (1,165,644)	Likes (41,371)	Comments (406)	Shares (3,922)
Link to the post will be here		Nov-22-2023 11:07 AM	901,840	32,920	327	2,524
Link to the post will be here		Nov-24-2023 11:09 AM	102,773	3,792	13	999
Link to the post will be here		Nov-16-2023 11:06 AM	61,709	1,425	4	160
Link to the post will be here		Nov-07-2023 11:09 AM	25,937	1,297	16	126
Link to the post will be here		Nov-28-2023 11:06 AM	25,399	650	16	58

Link to the post will be here		Nov-25-2023 11:10 AM	14,228	329	4	16
Link to the post will be here		Nov-23-2023 11:00 AM	12,087	516	7	32
Link to the post will be here		Nov-30-2023 11:07 AM	10,383	271	11	4
Link to the post will be here		Nov-15-2023 11:06 AM	7,021	105	6	1
Link to the post will be here		Nov-21-2023 11:08 AM	4,267	66	2	2

Action Items:

- ☐ Identify common themes in your top-performing posts (e.g., holiday recipes, fall flavors) and create new variations of those recipes. For instance, if pumpkin recipes performed well, develop new recipes around other seasonal ingredients like cranberries or sweet potatoes.
- ☐ Use the top-performing content to develop an Instagram series. For example, if several dessert posts did well, create a series like “12 Days of Holiday Desserts” where you share a new recipe each day leading up to a holiday.
- ☐ Review the posting times for these posts to see when engagement was highest. Schedule new posts for similar times to maximize reach, ensuring you post during peak engagement hours.
- ☐ Reshare the posts that did well.