



01/11/2023 - 03/12/2023

# **LIST Media - Website Maintenance Report**



### 3.12.23 - Website Maintenance

- Several downtime events but not critical.
- Update all plugins.
- Update YOUR THEME theme manually to 7.11.3.
- Update YOUR THEME Builder Plugin manually.
- Apply Patcher #421653 - Fixes the global options import issue.
- Apply Patcher #421654 - Fixes “Reset Avada Caches” adminbar menu item not working on all installs.

# OVERVIEW



Website: <http://yourwebsite.com.au/>  
IP Address: 101.0.34.098  
WordPress Version: 6.4.1



## UPDATES

Updates performed: 15



## BACKUPS

Backups created: 74; Latest one on: 03/12/2023 01:34



## UPTIME

Overall uptime: 99.986%



## ANALYTICS

Active users: 4.1K; New users: 1.5K; Views: 10.4K; Engagement rate: 40.57%;



## PERFORMANCE

PageSpeed score: 70; YSlow score: 88



## SEO

Keywords tracked: 50; Latest visibility score: 68



## WOOCOMMERCE

Gross sales in this period: \$,5051.05

# OPTIMIZATION



## **DATABASE OPTIMIZATION**

Database overhead cleaned: 10.48 MB



## **POST REVISIONS**

Post revisions cleaned: 487

# UPDATES



Total updates performed: **15**

01/11/2023 to 03/12/2023

## OVERVIEW

Plugin updates

**14**

WordPress updates

**1**

## UPDATES HISTORY (1/2)

Plugin name	Plugin version	Date
YOUR THEME	5.9.2 → 5.11.3	03/12/2023
WooCommerce Blocks	11.4.1 → 11.6.1	03/12/2023
WooCommerce Single Product Page Customizer	2.5 → 2.6	03/12/2023
WooCommerce Google Analytics Integration	1.8.8 → 1.8.10	03/12/2023
WooCommerce	8.2.1 → 8.3.1	03/12/2023
Really Simple SSL	7.1.3 → 7.2.0	03/12/2023
Product Import Export for WooCommerce	2.3.5 → 2.3.7	03/12/2023

## UPDATES HISTORY (2/2)

Plugin name	Plugin version			Date
Limit Login Attempts Reloaded	2.25.25	➔	2.25.26	03/12/2023
Google Analytics for WordPress by MonsterInsights	8.20.1	➔	8.22.0	03/12/2023
Contact Form 7	5.8.2	➔	5.8.4	03/12/2023
Order Export & Order Import for WooCommerce	2.4.0	➔	2.4.2	03/12/2023
Code Snippets	3.6.1	➔	3.6.2	03/12/2023
Yoast SEO	21.4	➔	21.6	01/11/2023
Wordfence Security	7.10.5	➔	7.10.6	01/11/2023
WordPress	WordPress version			Date
-	6.3.2	➔	6.4.1	03/12/2023

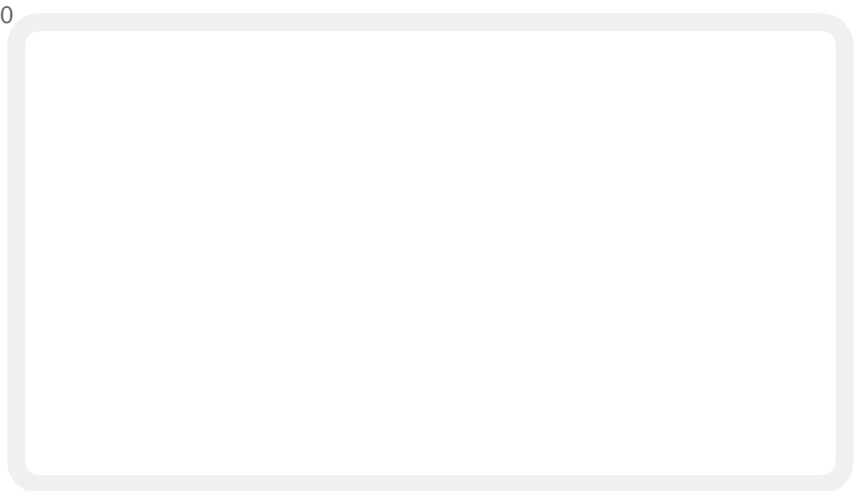
# ✓ BACKUPS



Backups created: **34**  
01/11/2023 to 03/12/2023

Total backups available: **74**

## LATEST BACKUPS



Backup size  
1829.05MB



WordPress version  
6.4.1



Active Theme  
Avada v7.11.3



Active Plugins 23



Published posts  
14



Approved comments  
0

# UPTIME



Up for: **4d 15h**  
Overall Uptime: **99.986%**

## OVERVIEW

last 24 hours  
**100%**

last 7 days  
**99%**

last 30 days  
**99%**

## UPTIME HISTORY

Event	Date	Reason	Duration
UP	29/11/2023	-	4d 15h
DOWN	29/11/2023	Host Name is not resolved	2m 10s
UP	17/11/2023	-	11d 8h
DOWN	17/11/2023	Read timeout- Response wasn't received within 30 seconds.	2m 8s
UP	01/11/2023	-	16d 13h
DOWN	01/11/2023	Service Unavailable.	2m 8s



# ✓ ANALYTICS



Traffic up by: **10%**  
01/11/2023 to 03/12/2023

## OVERVIEW

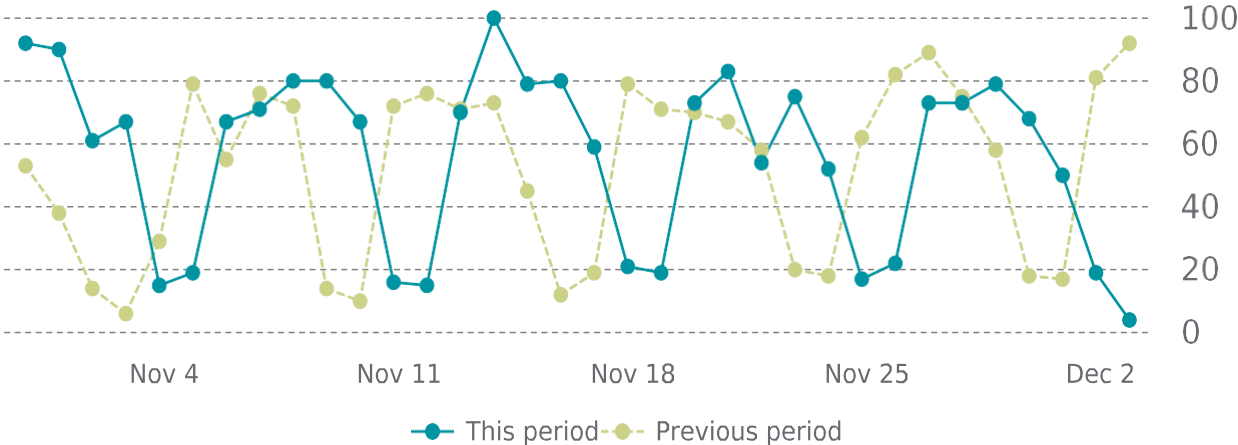
Active users  
**4.1K**  
▲ 7.85%

New users  
**1.5K**  
▲ 1.03%

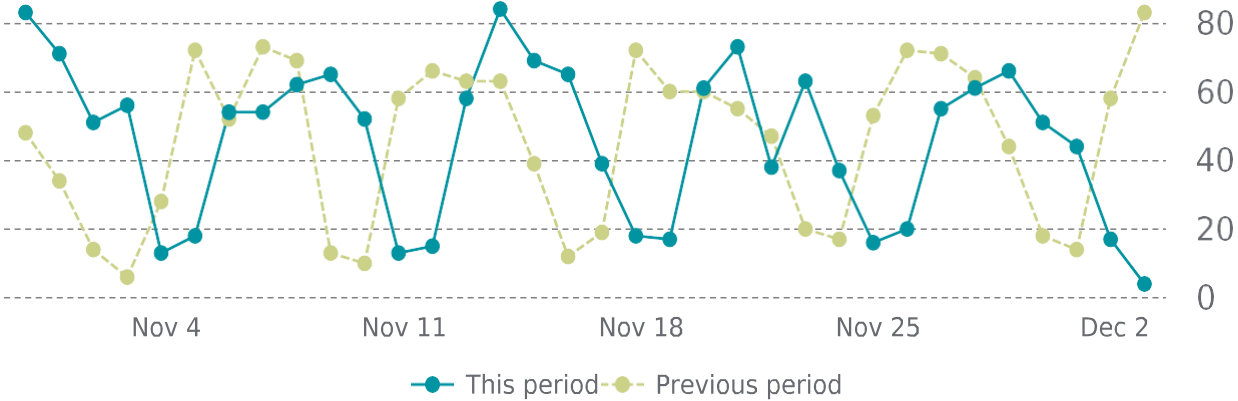
Views  
**10.4K**  
▲ 25.82%

Engagement rate  
**40.57%**  
▲ 0.37%

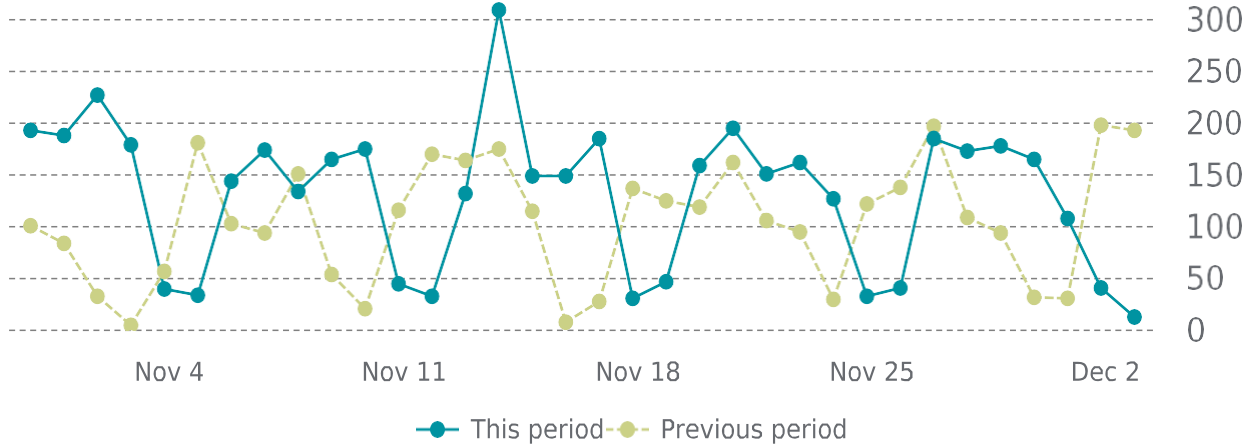
## ACTIVE USERS



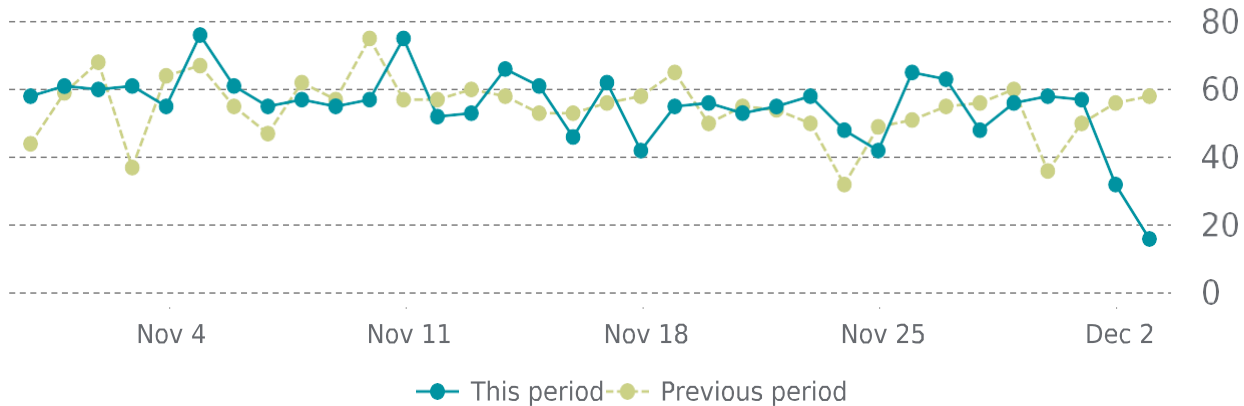
## NEW USERS



### VIEWS



### ENGAGEMENT RATE



Referrers	
https://www.google.com/	1101
https://yourwebsite.com.au/	446
-	442
https://yourwebsite.com....	156

Browsers	
Chrome	5486
Edge	1152
Safari	665
Firefox	226

Pages	
/	756
/shop/your-equipment...	222
/product-category/ stuff...	233
/products/	136

Countries	
Australia	4452
United States	153
United Kingdom	145
China	29

# ✓ PERFORMANCE



Total performance checks: **1**  
01/11/2023 to 03/12/2023

## MOST RECENT SCAN

01/11/2023

PageSpeed Grade



**B (91%)**

Previous check: 56%

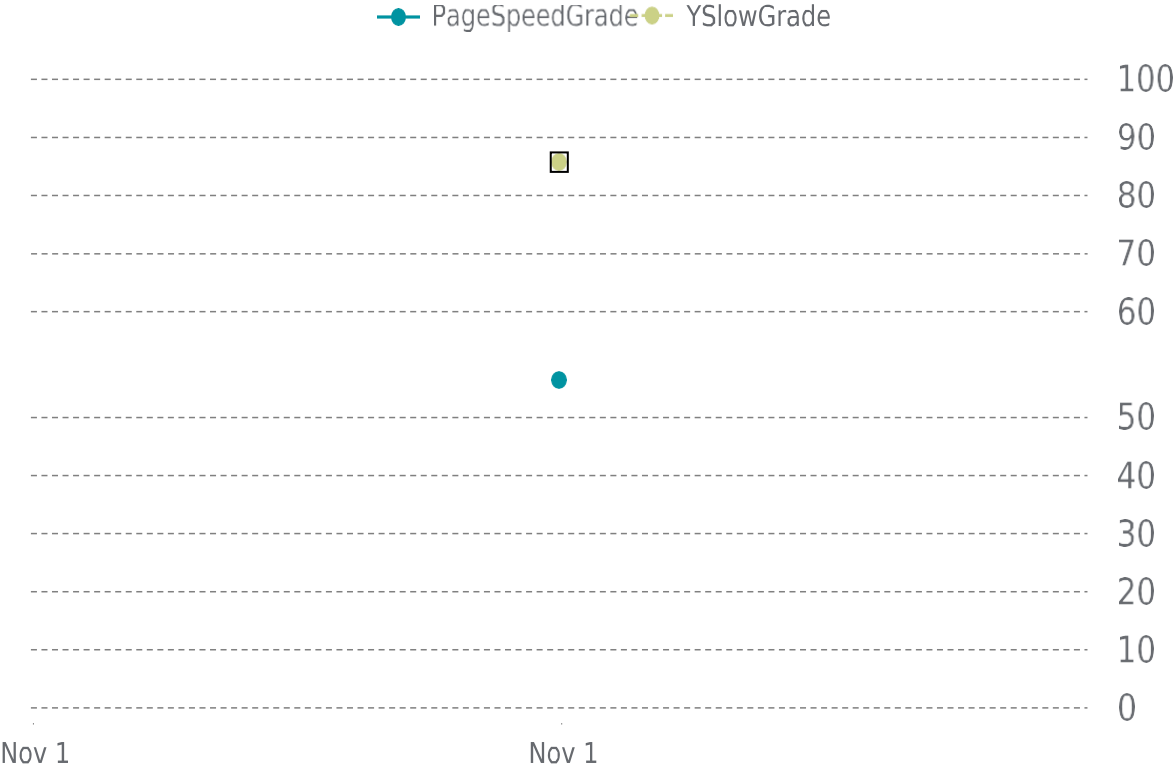
YSlow Grade



**C (72%)**

Previous check: 72%

## PERFORMANCE OVERVIEW



## PERFORMANCE HISTORY

Date	Load time	PageSpeed	YSlow
01/11/2023 02:30	2.17 s	E (56%)	B (91%)

# ✓ SEO



Visibility up by: **1.656%**  
Competitors: **6**

## OVERVIEW

Keywords	TopRank	First page	Visibility
<b>50</b>	<b>2</b>	<b>42</b>	<b>90</b>
Better	No Change	Worse	Visibility Change
<b>19</b>	<b>23</b>	<b>14</b>	<b>▲ 6.101%</b>

## VISIBILITY



## WE ARE MONITORING 50 KEYWORDS

FLAG	KEYWORD	CITY	PAGE	NEWEST RANKING	OLDEST RANKING
	Keyword 1	-	/	1	1
	Keyword 2	-	/blog	2	4
	Keyword 3	-	/your-page	1	2
	Keyword 4	-	/your-awesome-blog	4	2
	Keyword 5	-	/	1	1
	Keyword 6	-	/	3	3
	Keyword 7	-	/	1	7
	Keyword 8	-	/	1	6
	Keyword 9	-	/	1	3
	Keyword 10	-	/	2	1
	Keyword 11	-	/	1	1
	Keyword 12	-	/	1	4
	Keyword 13	-	/	1	3
	Keyword 14	-	/	1	2
	Keyword 15	-	/	2	1
	Keyword 16	-	/	2	1
	Keyword 17	-	/	1	4
	Keyword 18	-	/	1	3
	Keyword 19	-	/	3	12
	Keyword 20	-	/	1	1
	Keyword 21	-	/	1	1

## COMPETITION

We found that following websites are your biggest competitors for given keywords

Competitor	Visibility Score
yourwebsite.com.au	90.01
www.competitor1.com.au	42.42
www.competitor2.com.au	25.70
www.competitor3.com.au	11.11

ONLY AVAILABLE  
WITH AN SEO PLAN

# ✓ WOOCOMMERCE



Statistics from your shop show increase in profit

## OVERVIEW

Gross sales in this period  
**\$25,222.50**

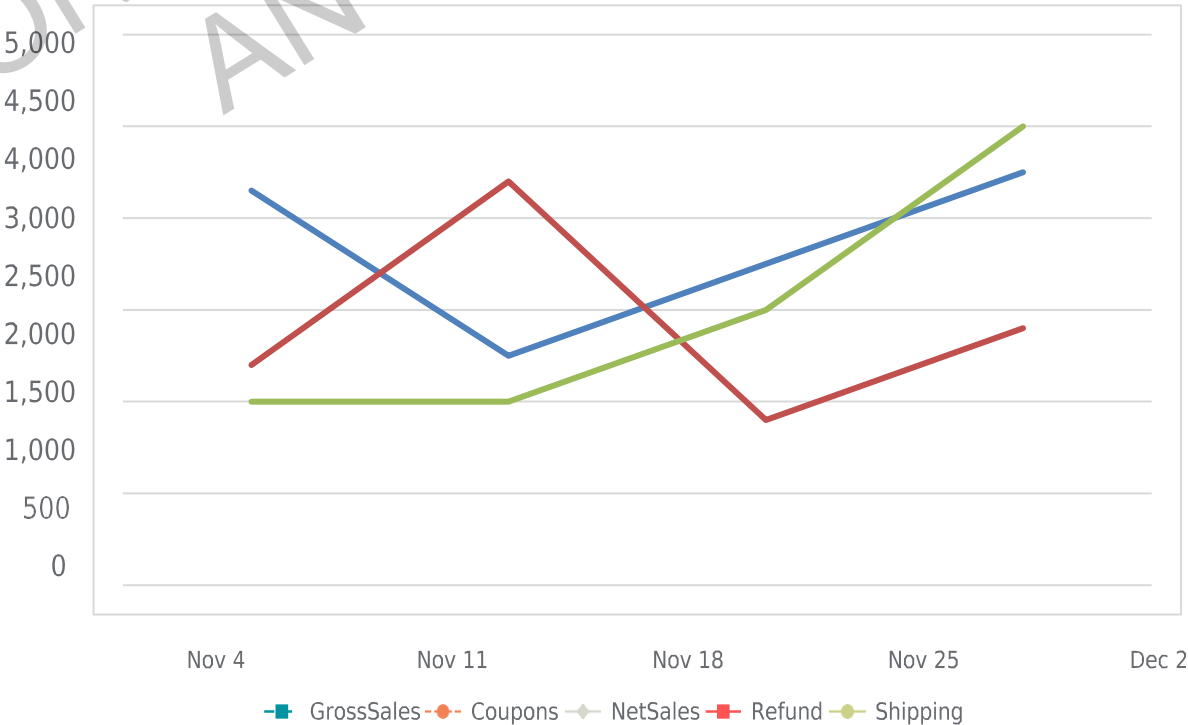
Net sales in this period  
**\$16,345.00**

Refunded 0 orders  
**\$40.00**

Worth of coupons used  
**\$0.00**

Charged for shipping  
**\$345.44**

## WOOCOMMERCE OVERVIEW





## OVERVIEW

**45**

Orders in total

**33**

Item purchased

**9**

New signups

Top Sales	Sold	Top Earners	\$
Your Product	2	Product Yeah	\$1,221.00
This AWESOME Product	7	Normal Product	\$6,366.00
Product 233	2	PROduct	\$520.00
The BIG Product	8	Yo Product	\$1,445.00
I love this Product	2	MyProduct111	\$3,354.00

Top Categories	\$
Legend	\$10,633.00
Packages	\$6,810.00
AWESOME	\$1,229.00
That Stuff	\$2,121.00
Just a Category	\$2,555.00