



22-04-2019 - 29-04-2019

Website BFF Squad Weekly Report

Dear Kate,

Here's your weekly Website BFF Squad report, things are looking good!

If you have any questions regarding your report, please email me at support@katelitt.com.

Kate Litt

OVERVIEW



Website: <https://katelitt.com/>
IP Address: 77.104.133.76
WordPress Version: 5.1.1



UPDATES

Updates performed: 10



BACKUPS

Backups created: 102; Latest one on: 29-04-2019 1:27



UPTIME

Overall uptime: 100.000%



ANALYTICS

Pageviews: 132; Site sessions: 65



SECURITY

Your website is safe



PERFORMANCE

PageSpeed score: 20; YSlow score: 70



SEO

Keywords tracked: 4; Latest visibility score: 0



WOOCOMMERCE

Gross sales in this period: £0.00.

UPDATES



Total updates performed: **10**

22-04-2019 to 29-04-2019

OVERVIEW

Plugin updates

8

Theme updates

2

UPDATES HISTORY (1/2)

Plugin name	Plugin version		Date
Redirection	4.2.2	→ 4.2.3	22-04-2019
WooCommerce	3.5.7	→ 3.6.1	22-04-2019
WooCommerce Stripe Gateway	4.1.15	→ 4.1.16	22-04-2019
Wordfence Security	7.2.4	→ 7.2.5	22-04-2019
Yoast SEO	10.1.3	→ 11.0	22-04-2019
Divi Booster	2.8.5	→ 2.8.7	22-04-2019
WooCommerce	3.6.1	→ 3.6.2	29-04-2019

UPDATES HISTORY (2/2)

Plugin name	Plugin version	Date
WooCommerce Checkout Manager	4.2.5 → 4.3	29-04-2019

Theme name	Theme version	Date
Divi	3.22.1 → 3.22.4	22-04-2019
Divi	3.22.4 → 3.22.5	29-04-2019

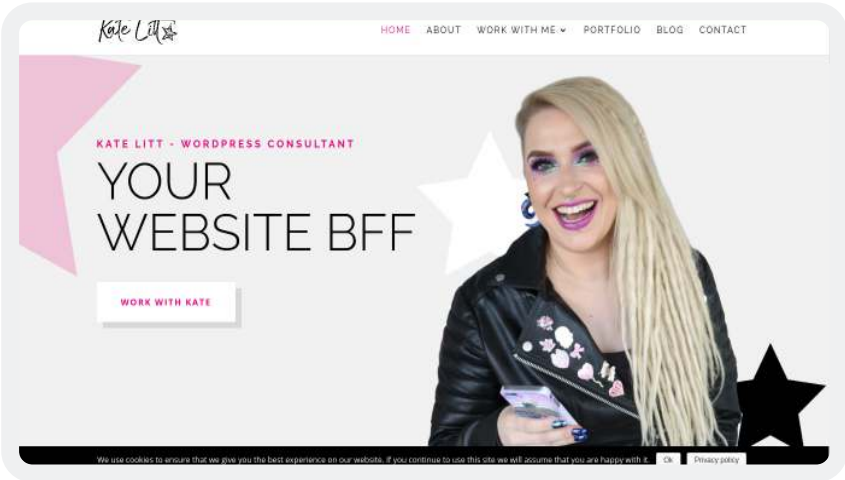
✓ BACKUPS



Backups created: **11**
22-04-2019 to 29-04-2019

Total backups available: **102**

LATEST BACKUPS



Backup size
508.55MB



WordPress version
5.1.1



Active Theme
Divi Child v1.0



Active Plugins
25



Published posts
25



Approved comments
66

UPTIME



Up for: **54d 14h**
Overall Uptime: **100.000%**

OVERVIEW

last 24 hours
100%

last 7 days
100%

last 30 days
100%

UPTIME HISTORY

Event	Date	Reason	Duration
UP	05-03-2019	-	54d 14h

✓ ANALYTICS



Traffic up by: **0%**
22-04-2019 to 29-04-2019

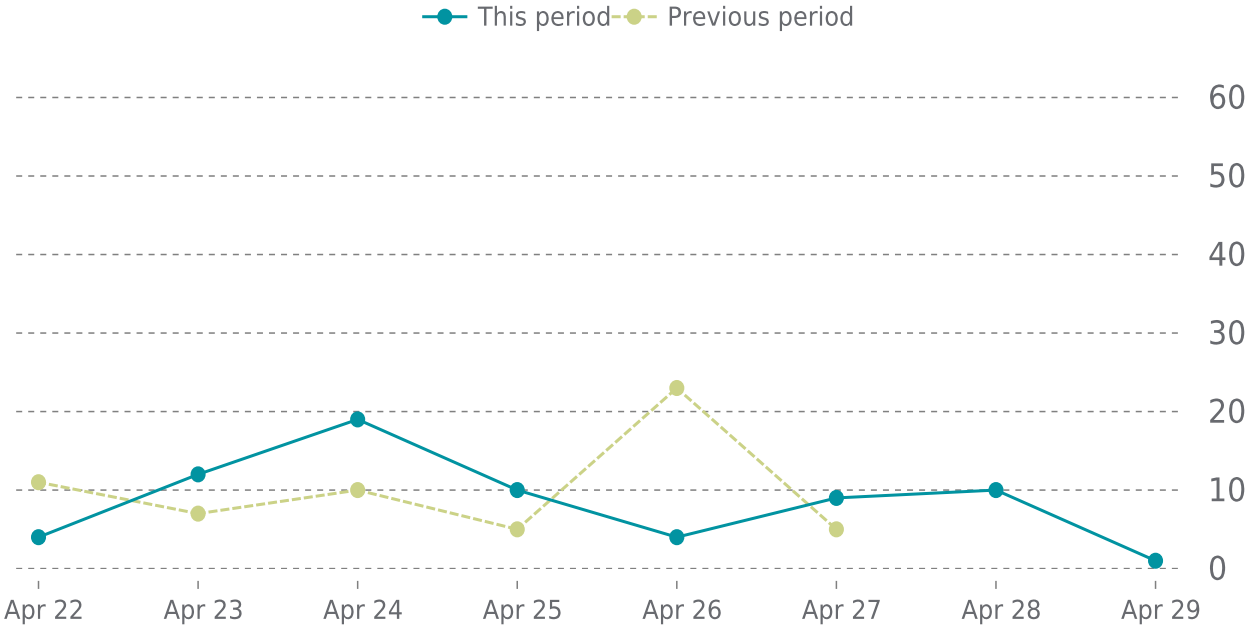
OVERVIEW

Sessions
65
▲ 0%

Pageviews
0.1K
▲ 25%

Session duration
0.1K
▲ 174%

SESSIONS



Pages Per Sessions: ▲ 25%

Social Media Sessions: ▲ 18.52%

Bounce Rate: ▼ -6%

Organic Searches: ▲ 60.00%

Referrers	Sessions
(direct)	22
m.facebook.com	22
google	8
l.facebook.com	6
facebook.com	3

Pages	Sessions
/	32
/website-design-packages/	18
/SEO-sos/	14
/discovery-questionnaire/	9
/portfolio/	9

Countries	Sessions
United Kingdom	42
United States	17
Germany	1
France	1
New Zealand	1

SECURITY



Total security checks: **8**

22-04-2019 to 29-04-2019

MOST RECENT SCAN

29-04-2019

Status: **Clean**

Malware: **Clean**

Web Trust: **Clean**

Vulnerabilities: **0**

SECURITY SCAN HISTORY

Date	Malware	Vulnerabilities	Web Trust
29-04-2019 0:35	Clean	Clean	Clean
28-04-2019 8:14	Clean	Clean	Clean
27-04-2019 7:05	Clean	Clean	Clean
26-04-2019 5:38	Clean	Clean	Clean
25-04-2019 6:07	Clean	Clean	Clean
24-04-2019 5:05	Clean	Clean	Clean
23-04-2019 7:49	Clean	Clean	Clean
22-04-2019 5:46	Clean	Clean	Clean

PERFORMANCE



Total performance checks: **8**
22-04-2019 to 29-04-2019

MOST RECENT SCAN 29-04-2019

PageSpeed Grade



F (20%)

Previous check: 20%

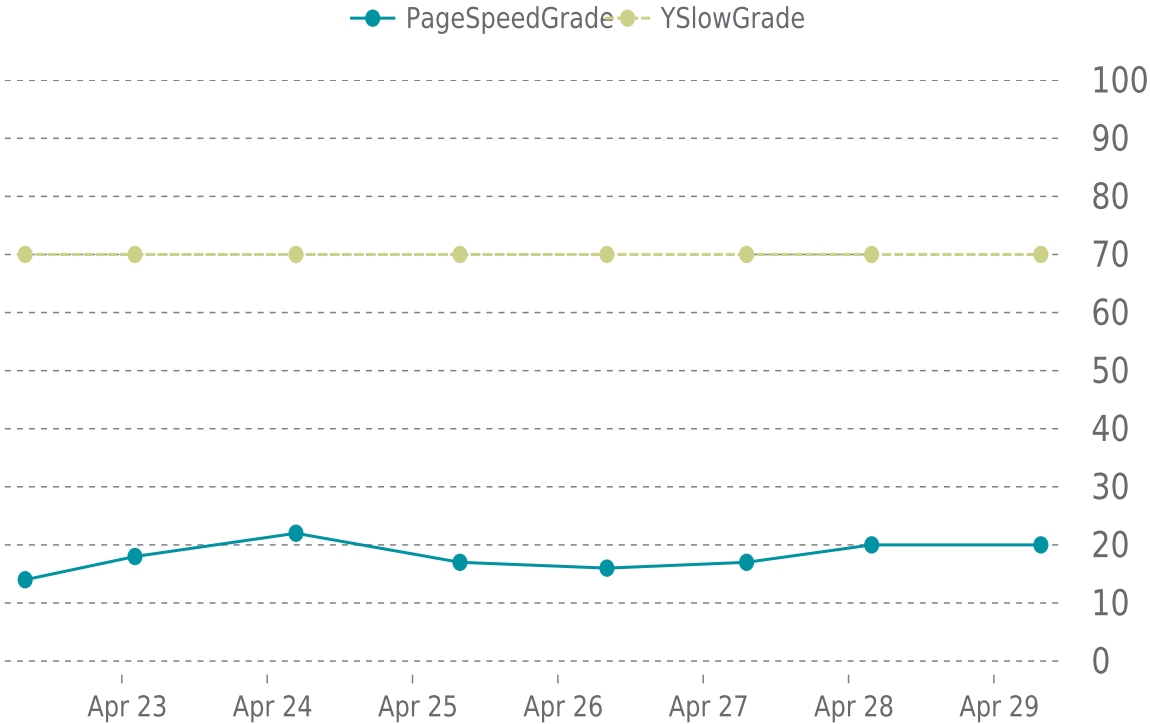
YSlow Grade



C (70%)

Previous check: 70%

PERFORMANCE OVERVIEW



PERFORMANCE HISTORY

Date	Load time	PageSpeed	YSlow
29-04-2019 07:46	6.11 s	F (20%)	C (70%)
28-04-2019 03:49	5.92 s	F (20%)	C (70%)
27-04-2019 07:10	5.73 s	F (17%)	C (70%)
26-04-2019 08:06	7.07 s	F (16%)	C (70%)
25-04-2019 07:50	5.65 s	F (17%)	C (70%)
24-04-2019 04:45	6.13 s	F (22%)	C (70%)
23-04-2019 02:10	6.96 s	F (18%)	C (70%)
22-04-2019 08:02	8.44 s	F (14%)	C (70%)

✓ SEO

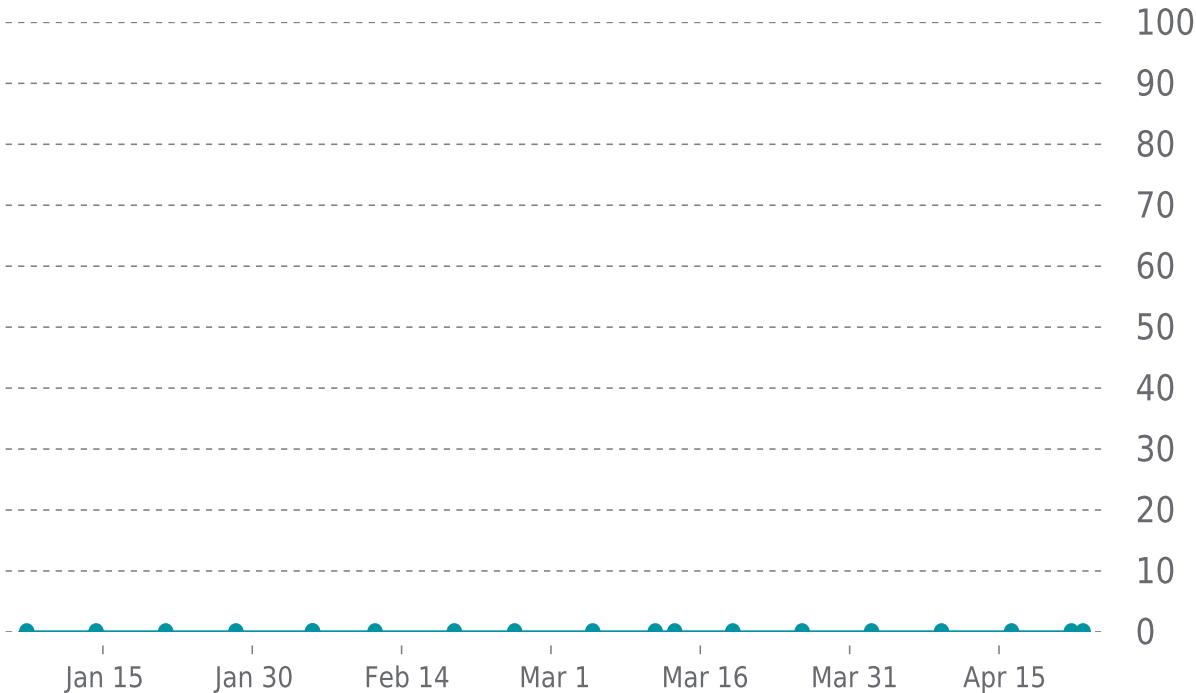


Visibility down by: **0%**
Competitors: **10**





OVERVIEW

Keywords	TopRank	First page	Visibility
4	0	0	0
Better	No Change	Worse	Visibility Change
0	4	0	▼ 0%

VISIBILITY



WE ARE MONITORING 4 KEYWORDS

Flag	Keyword	City	Page	Newest Rank	Oldest Rank
	website design for mums	-	-	0	0
	website designer for wordpress	-	-	0	0
	wordpress design help	-	-	0	0
	wordpress website maintenance and	-	-	0	0

COMPETITION

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

Competitor	Visibility Score
www.wpbeginner.com	31.18
www.web-savvy-marketing.com	28.30
www.codeinwp.com	26.66
webdevstudios.com	25.75
30nine.co.uk	25.00
www.watermelonwebworks.com	25.00
wordpress.org	23.99

Competitor	Visibility Score
www.red-website-design.co.uk	23.75
www.websitehelper.co.uk	23.75
www.roninmarketing.co.uk	23.75

✓ WOOCOMMERCE



Statistics from your shop show increase in profit

OVERVIEW

Gross sales in this period
£0.00

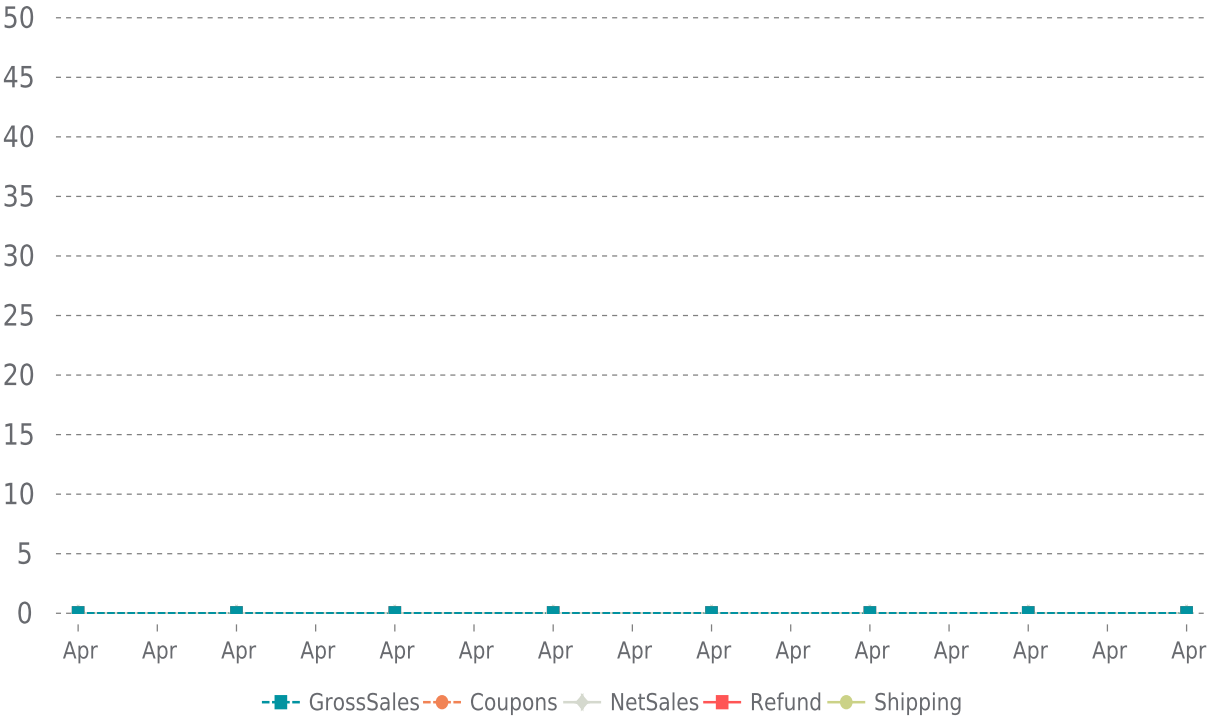
Net sales in this period
£0.00

Refunded 0 orders
£0.00

Worth of coupons used
£0.00

Charged for shipping
£0.00

WOOCOMMERCE OVERVIEW



OVERVIEW

0

Orders in total

0

Item purchased

0

New signups

Top Categories	£
Brand Identity Design	£0.00
Kate by the Hour	£0.00
Pay in Full	£0.00
Pay Over 12 Months	£0.00
Pay Over 3 Months	£0.00