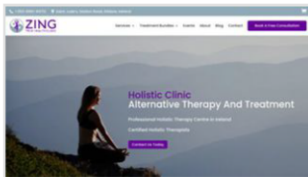


Assessment

SEO

- CLS – layout shift is affected by POP UP we started a week ago.

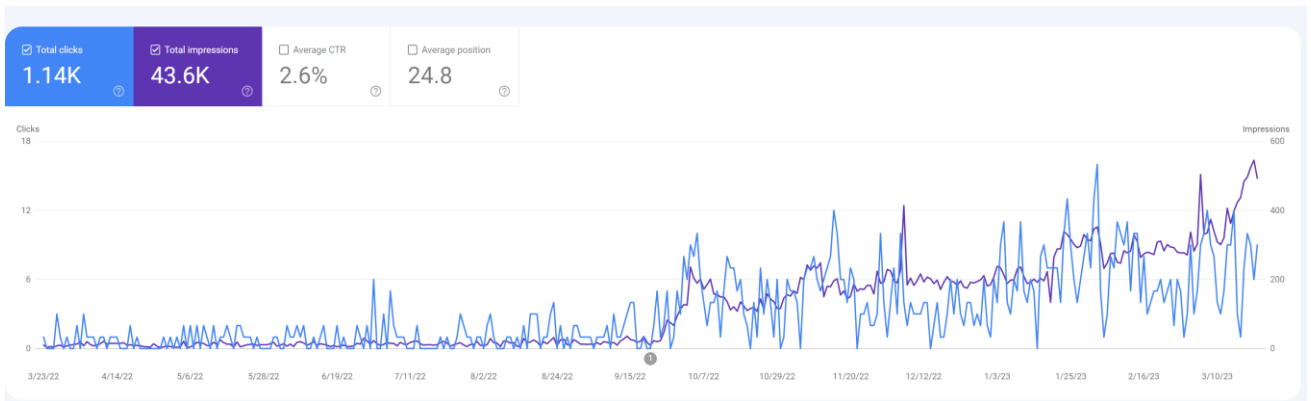


Performance Report for: <https://zingtruehealthclinic.com/>

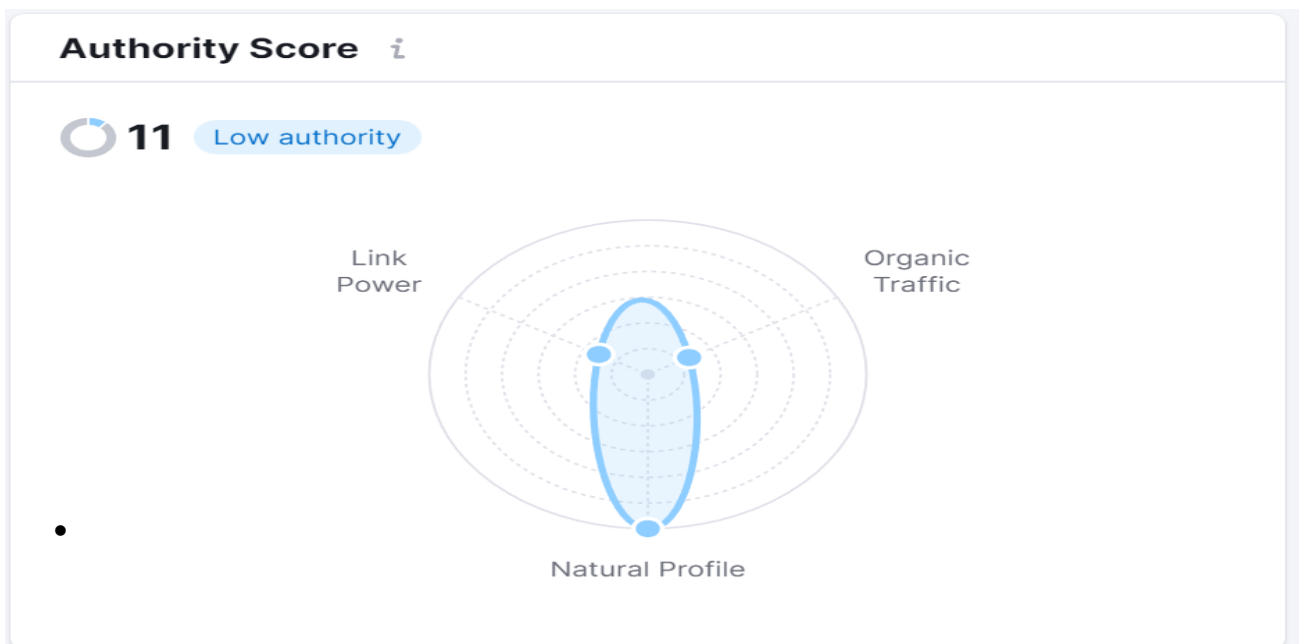
Report generated: Fri, Mar 24, 2023 12:47 PM -0700
Test Server Location: 🇨🇦 Vancouver, Canada
Using: 🌐 Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

| | | | | | |
|----------|-------------|------------|---------------------|------------------|-----------------|
| A | Performance | Structure | L. Contentful Paint | T. Blocking Time | C. Layout Shift |
| | 87% | 97% | 802ms | 14ms | 0.48 |

- DA (14) and DR (15) indicators are the same as last month
- The number of impressions and traffic keeps growing systematically



- Authority AS metric grow by 3 points compared to the last month where were 8

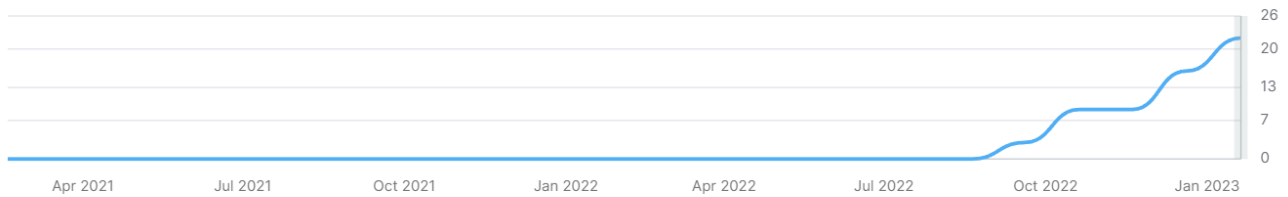


- Number of organic keywords and traffic systematically grow (see below). The number of organic keywords grew by nearly 25% in the last month. Link building takes effect.

February

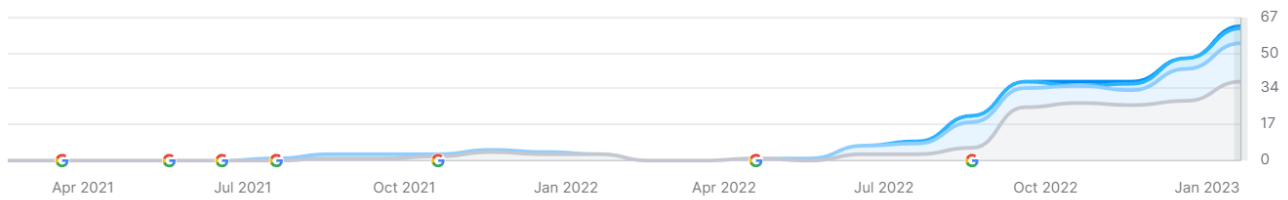
Organic Traffic 22/month

Organic Traffic Paid Traffic | Notes ▾



Organic Keywords 63

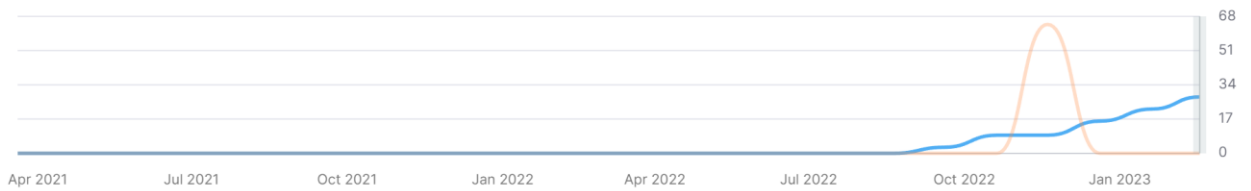
Top 3 4-10 11-20 21-50 51-100



March

Organic Traffic 28/month

Organic Traffic Paid Traffic | Notes ▾



Organic Keywords 75

Top 3 4-10 11-20 21-50 51-100

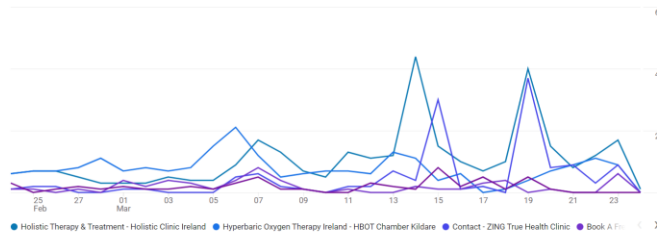


- The most popular pages people visit

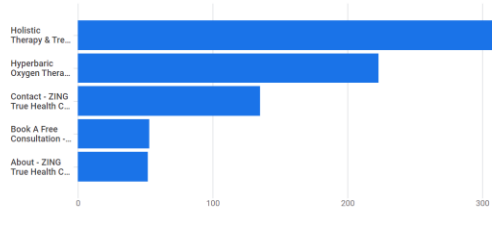
Pages and screens: Page title and screen class 

Add filter 

Views by Page title and screen class over time



Views by Page title and screen class



Q Search...

Rows per page: 10 Go to: 1 < 1-10 of 38 >

| Page title and screen class | Views | Users | Views per user | Average engagement time | Event count | Conversions | Total revenue |
|--|------------------------|----------------------|----------------|-------------------------|------------------------|-------------|---------------|
| | 1,119 100% of total | 404 100% of total | 2.77 Avg 0% | 1m 23s Avg 0% | 3,223 100% of total | 0.00 | €0.00 |
| 1 Holistic Therapy & Treatment - Holistic Clinic Ireland | 313 | 190 | 1.65 | 0m 24s | 998 | 0.00 | €0.00 |
| 2 Hyperbaric Oxygen Therapy Ireland - HBOT Chamber Kildare | 223 | 159 | 1.40 | 1m 03s | 665 | 0.00 | €0.00 |
| 3 Contact - ZING True Health Clinic | 135 | 53 | 2.55 | 0m 43s | 314 | 0.00 | €0.00 |
| 4 Book A Free Consultation - ZING True Health Clinic | 53 | 31 | 1.71 | 0m 18s | 122 | 0.00 | €0.00 |
| 5 About - ZING True Health Clinic | 52 | 36 | 1.44 | 0m 40s | 144 | 0.00 | €0.00 |
| 6 Tuina Massage Ireland - Tui Na Massage Clinic in Kildare | 39 | 31 | 1.26 | 0m 46s | 105 | 0.00 | €0.00 |
| 7 Breathwork Ireland - Breathwork Training and Coaching | 29 | 20 | 1.45 | 0m 45s | 76 | 0.00 | €0.00 |
| 8 Autonomic Response Testing - ZING True Health Clinic | 23 | 21 | 1.10 | 0m 57s | 90 | 0.00 | €0.00 |
| 9 Nutritionist Kildare - Nutrition Therapy Practitioner | 22 | 16 | 1.38 | 1m 10s | 60 | 0.00 | €0.00 |
| 10 Events - ZING True Health Clinic | 21 | 15 | 1.40 | 0m 27s | 67 | 0.00 | €0.00 |

Social Media and Email Marketing

- Facebook, LinkedIn, GMB – Instagram Connected (we will also try to use this channel to build brand awareness)
- Facebook Paid Ads (1 add in progress – Diabetes Talks)

PPC

Was stopped for a period of your holidays. It was reactivated 20.03.23