

Assessment

SEO

Ranking getting back on track after removing toxic links. We added 10 backlinks guest posts last month

GTmetrix The web should be fast. **Executive Summary**



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

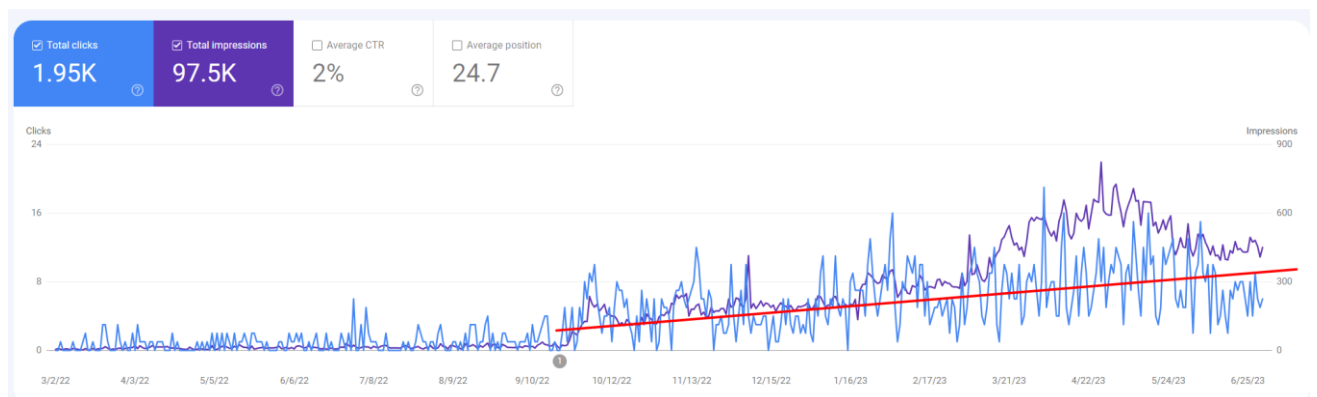
Report generated: Mon, Jul 3, 2023 12:17 AM -0700
Test Server Location: Vancouver, Canada
Using: Chrome (Desktop) 103.0.5060.134, Lighthouse 9.6.4

A	Performance	Structure	L. Contentful Paint	T. Blocking Time	C. Layout Shift
	88%	99%	1.9s	0ms	0

Top Issues

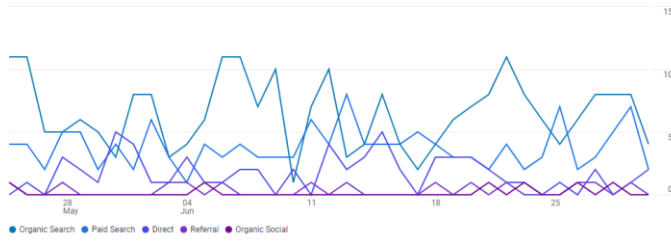
IMPACT	AUDIT	
Med-Low	Use a Content Delivery Network (CDN)	14 resources found
Low	Avoid an excessive DOM size <small>TBT</small>	722 elements
Low	Avoid enormous network payloads <small>LCP</small>	Total size was 0.96MB
Low	Properly size images	Potential savings of 183KB
Low	Reduce JavaScript execution time <small>TBT</small>	30ms spent executing JavaScript

- Speed performance to be improved
- The number of impressions and traffic is slightly down – the reason is we disavowed 79 backlink.

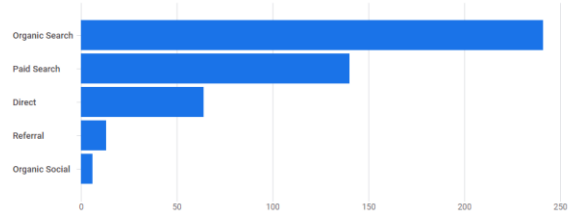


- Organic searches dominate in the last month (natural searches from Google no ads)

New users by First user default channel group over time



New users by First user default channel group



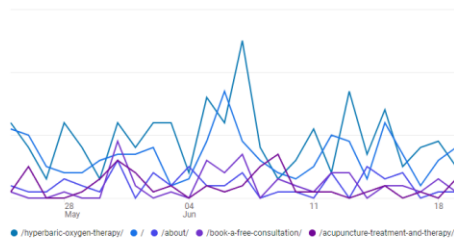
First user default channel group	New users	Engaged sessions	Engagement rate	Engaged sessions per user	Average engagement time	Event count	Conversions	Total revenue
	464 100% of total	455 100% of total	66.91% Avg 0%	0.94 Avg 0%	1m 44s Avg 0%	3,643 100% of total	0.00	€0.00
1 Organic Search	241	236	74.45%	0.96	1m 37s	1,830	0.00	€0.00
2 Paid Search	140	131	66.5%	0.92	1m 50s	945	0.00	€0.00
3 Direct	64	66	50%	0.92	1m 30s	673	0.00	€0.00
4 Referral	13	12	52.17%	0.86	1m 50s	97	0.00	€0.00
5 Organic Social	6	9	75%	1.13	5m 09s	98	0.00	€0.00

- The most popular pages people visit are HBOT , Home page, about, book consultation and Acupuncture.

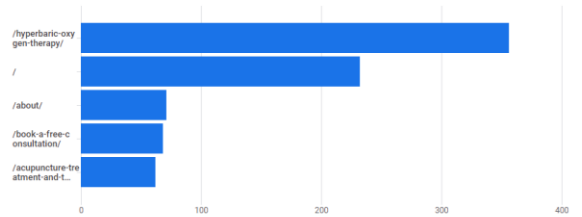
Pages and screens: Page path and screen class

Add filter

Views by Page path and screen class over time



Views by Page path and screen class



Page path and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue
	1,190 100% of total	482 100% of total	2.47 Avg 0%	1m 44s Avg 0%	3,643 100% of total	0.00	€0.00
1 /hyperbaric-oxygen-therapy/	356	219	1.63	1m 43s	1,126	0.00	€0.00
2 /	232	160	1.45	0m 33s	802	0.00	€0.00
3 /about/	71	56	1.27	0m 40s	204	0.00	€0.00
4 /book-a-free-consultation/	68	37	1.84	0m 27s	157	0.00	€0.00
5 /acupuncture-treatment-and-therapy/	62	49	1.27	0m 53s	200	0.00	€0.00

Social Media and Email Marketing

- Facebook, LinkedIn, GMB – Focus on cupping

PPC

2 ads campaign running HBOT and Acupuncture for only 84.54 euros.



Email marketing

Dora made a monthly email marketing campaign