

Security & Performance Plan for [REDACTED]
 1 message
 Watermelon Web Works, LLC <projects@watermelonwebworks.com> | Fri, Sep 2, 2022 at 1:50 PM
 Reply-To: projects@watermelonwebworks.com
 To: mark@watermelonwebworks.com



Security and Performance Plan

Hi [REDACTED]
 Please find the overview of your Security & Performance plan below. You may reply to this email with any questions, comments, requests, or further details. Thank you for your business and stay well!

You are also due for your complimentary quarterly review, so please let me know when you are available in the coming weeks for that.

Best Regards,
 Mark
 Watermelon Projects Team

Golden Metric
 How many new and returning users access [REDACTED]

Website: [REDACTED] **Date Completed:** 09/02/2022

Results: I included a view of the 'count' for number of session per user for those who [REDACTED] chart at the bottom of the report. The overwhelming number of users recorded one session and spent over a minute on the page, as did most of the users who visited more than once during that time. I also included a graphic showing user behavior before and after accessing that page.

Recommendations (Client Focused)

- There are a number of plugins that are installed related to eCommerce for the gravity forms plugin which I believe are no longer in use. Could you please confirm that you are not using nor plan to use in the future any gravity forms for online payments?
- Continue to post to social media regularly. Posting regularly to social media has a positive impact on SEO, as does linking back to the site on each post to create valuable 'back links' which helps with ranking and directs users to the site.
- We recommend to keep using the keyword [REDACTED] blog titles, descriptions and hierarchical tags for better SEO. Blogging is one of the best things you can do for SEO and end user engagement. Ensuring that your blog is very visible and links to internal pages can keep your visitors engaged and interested.
- If there are any industry specific registries or blogs that you can sign up with or comment on, it might help your SEO efforts by providing valuable back links. The more back links to your site, the better your 'online reputation' will be, which is important to search engines and can impact your rankings positively.

Recommendations (Watermelon Focused)

- The security of personally identifiable information (PII) is a very important consideration to keep in mind when gathering customer data through a web based form. PII is defined as any information that permits the identity of an individual to be directly or indirectly inferred, including any information that is linked or linkable to that individual. You can read more about this here: <https://www.watermelonwebworks.com/personally-identifiable-information-pii-protect-customers/>. It would be wise to add a positive opt in check box to agree to your site's privacy policy on all forms collecting PII such as donation and applications as we discussed. Please let me know if you'd like us to implement this for you.
- There are some mobile usability issues detected with the site, which could be negatively impacting user's experience on mobile and/or mobile search results. We recommend allocating some additional time to look into this in more detail but this can also be part of a larger mobile redesign as we discussed.
- There are some error logs generating on the site which we recommend spending more time looking into to ensure there are no underlying issues.

Software Updates
Summary: All software was updated without issue and the site was fully reviewed for any display or functionality issues.

Site Health
Summary: Site health was reviewed and no major issues were found although there is an active error log generating which we should spend additional time looking into.

Security
Summary: Full security review and scan completed. No security issues found.

Performance
Summary: Site performance tested with no significant issues. LiteSpeed caching enabled. Site loading in: 5.2 seconds.

eCommerce
Summary: eCommerce donation page loading without issues after updates. You may want to perform a full test transaction on your end just to ensure there are no conflicts.

Search Engine Optimization Health

SEO Summary: The traffic and SEO health for the site is steady and you have moved ahead of your competitors for [REDACTED] Search visibility continues to be ahead of your tracked competitors. Continued blogging and posting to social media with links back to the site are the best things you can do to maintain and improve your SEO health long term.
Indexed Pages: 545
Keywords: [REDACTED]

WordPress SEO: Latest version installed and configured.
Google Analytics Overview: Google analytics account reviewed – no issues found.
MOZ Domain Authority: 38/100.
MOZ Page Authority: 41/100.
Alexa Page Rank: N/A
SEO Title and Meta Descriptions: Verified Title and Meta descriptions for all pages and they are all appropriate for keywords and search engine results.

Semantic HTML Analysis: Semantic structure appropriate for search engines.
Structured Data: Two items found with no errors on the home page. 170 sitelinks searchboxes and 170 breadcrumbs.
Social Media: Social media accounts are very active. This is beneficial for SEO. Make sure you always link back to the site when making a post, as that will help drive traffic to the site and improve SEO which you have been doing with most posts.
Blog: The blog on the site is fairly active (posting 1-2 times per month). This is an excellent way to engage your audience and let search engines know that your content is fresh. Ensure you always post any new blog post with a link back to the site on social media channels (Facebook, Twitter). We recommend to keep using the keyword [REDACTED] in blog titles and descriptions for better SEO.

Online Directories: The site is currently established in Google Local Business Directory and you currently have a 4.8 star rating on 4 reviews. You may want to consider soliciting additional reviews for this just to prevent the unlikely possibility that a single disgruntled reviewer could bring down that average.

Keyword Analysis: There was not enough time to complete this in the time allotted. We will work on this next month as time allows, or sooner if requested.
Competitor Analysis: Your ranking remains first among tracked competitors for most terms, but you are behind [REDACTED] but have recently increased that rankings. Ranking for [REDACTED] has improved tremendously and at the same time it has dropped for [REDACTED] and you had passed them for that term but recently moved a few spots behind again, as it seems this term's ranking is fluctuating quite a bit. This certainly may continue to fluctuate over time, but you've definitely shown improvement. In coming months as time allows, we can look into some possible ideas to improve your ranking for the tracked terms, but the more you are able to engage with us in that process, the more valuable it will be.

