

Detailed Monthly Report: Lac2B Ensure

4 September - 2023

I have attached the SEO Progress Report along with this Report.

We are continually link-building and Organic SEO Campaign for your website www.lac2b.com. We are creating quality backlinks for your business to Make Branding, Make an Online Presence, and Improve keyword ranking.

1. Monthly Deliverable Tasks:

A. Off Page: Please check the following tasks we have done this month.

Weak 1st:

- Classified Submission: 5 Backlink
- Social Bookmarking 5 Backlink
- High Profile Creation: 5 Backlink
- Business Listing: 5 Backlink
- Worth Submission 5 Backlink

Weak 2nd

- Blog Submission: 2 Backlink
- Guest Post 1 Backlink
- High Profile Creation: 5 Backlink
- Forum Submission: 5 Backlink
- Social Bookmarking: 5 Backlink
- Business Listing: 5 Backlink
- High Profile Creation: 5 Backlink
- Search Engine Submission 5 Backlink

Weak 3rd

- Social Bookmarking: 5 Backlink
- Guest Post 2 Backlink
- Blog Promotion: 5 Backlink
- High Profile Creation: 5 Backlink

- Forum Submission: 5 Backlink
- Link Promotion Websites: 8 Backlink
- Business Listing: 5 Backlink
- PDF Submission 5 Backlink

Weak 4th

- Classified Submission: 5 Backlink
- Guest Post 1 Backlink
- Infographic Submission: 5 Backlink
- Business Listing: 5 Backlink
- Web 2.0 (Blog): 1 Backlink
- Quora Questions & Answering: 1 Backlink
- Audio Submission: 5 Backlink

Total Backlinks Count: 108

Worksheet: [x Work Lac2b.com- SEO Progress Report.xlsx](#)

2. Keywords Ranking Report:

Sr.no	Keywords	Volume In USA	KD	Rank Position
1	ensure advance powder	260	22	1
2	ensure advance	2400	19	24
3	ensure clinical	140	10	5
4	ensure lactose free	1600	45	19
5	ensure flavor	110	35	22
6	ensure in powder	320	50	42
7	ensure nutrition powder	480	49	26
8	lactose free ensure	1300	39	12
9	ensure for lactose intolerance	260	36	25
10	best ensure flavor	110	21	14
11	biferdil	90	25	3
12	umbrella sunscreen	320	18	5
13	nivea creme benefits	140	48	9
14	stanley mate cup	210	11	7
15	lactibon	260	26	22
16	sedal	1900	20	24
17	hepatalgina	140	15	5
18	dermaglos	110	13	8

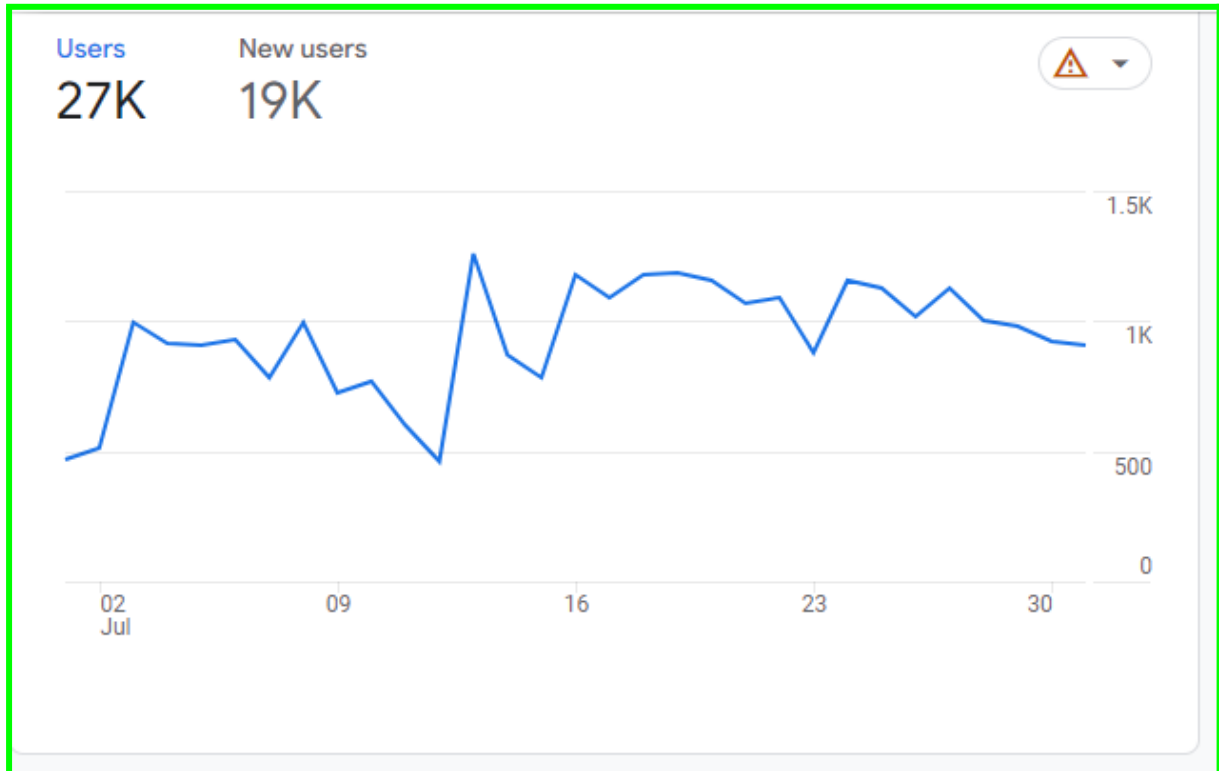
In Detail >> Refer to the Keywords Ranking Tab in the attached SEO Progress File for more info. [x Work Lac2b.com- SEO Progress Report.xlsx](#)

3. Google Analytics:

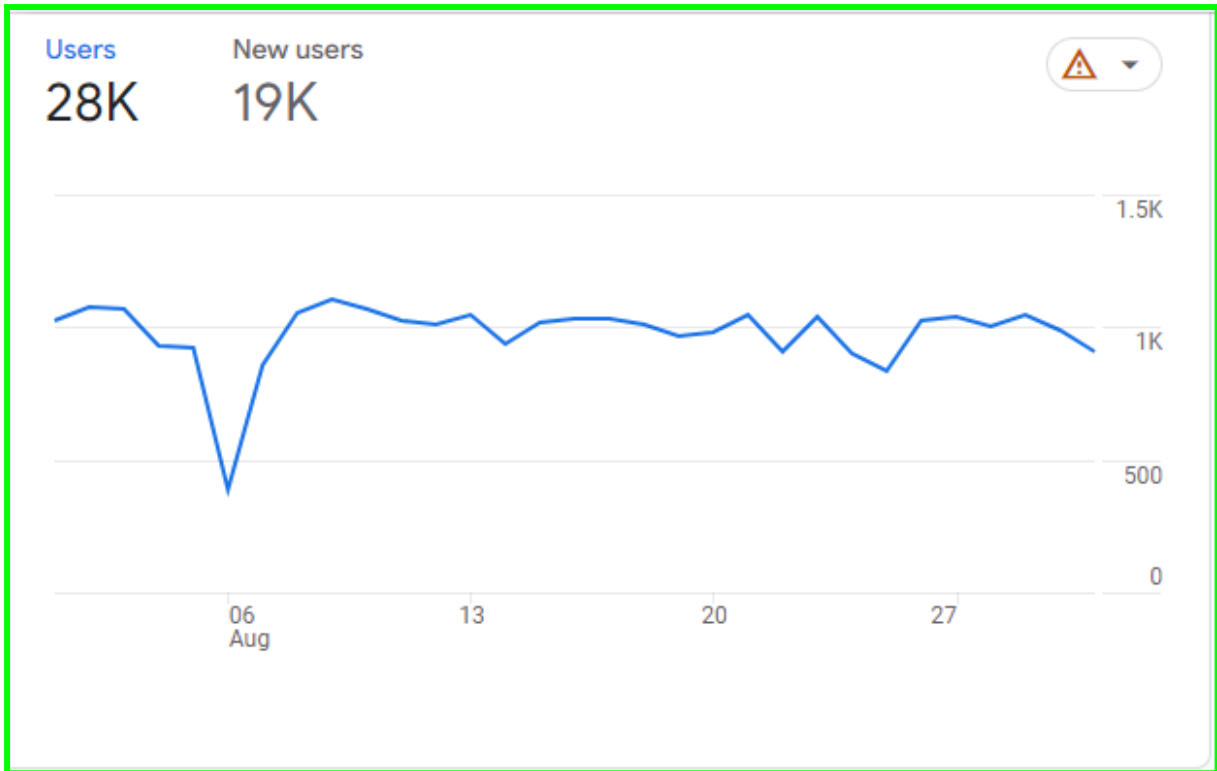
We are monitoring Google Analytics Traffic and observing growth in terms of **Users, New Users, Target Audiences, Sessions, and Pageviews.**

a) USERS:

Before July: In the previous month, there were 27000 users & 19,000 new users 19K, and the total Page views were 18,377, Page Sessions 0.66.



After August: In July month, there were 28000 users & 19,000 new users , and the total Page views were 22,617, Page Sessions 1.72.



b) Acquisition:

In August Month Acquisition overview traffic: Total Number of users **19,994** and the new users **19,681**. Direct Users: **2,363** Organic Searches: **4,562**, Referral Traffic: **187**, Social: **153**, Other: **189**.

1	Paid Search	12,813	82.48%	1.95%
2	Organic Search	4,562	64.29%	2.68%
3	Direct	2,363	71.85%	2.11%
4	Referral	187	60.85%	4.26%
5	(Other)	189	79.00%	0.91%
6	Social	153	55.26%	0.00%
7	Email	22	31.43%	8.57%

C) Traffic Country Wise: From 1 August to 31 August

United States: **16,414** Canada: **1,036**, Argentina: **365**, India: **201**, Puerto Rico: **113**, Mexico: **249**, United Kingdom: **114**, China: **255**, Canada: **225**, Australia: **96**, etc.

Country	Users	% Users
1. United States	16,414	82.04%
2. Argentina	365	1.82%
3. China	255	1.27%
4. Mexico	249	1.24%
5. Canada	225	1.12%
6. India	201	1.00%
7. Brazil	143	0.71%
8. United Kingdom	114	0.57%
9. Puerto Rico	113	0.56%
10. Australia	96	0.48%

d) Total Events Tracking & Custom Conversion Status for the Last 28 Days:

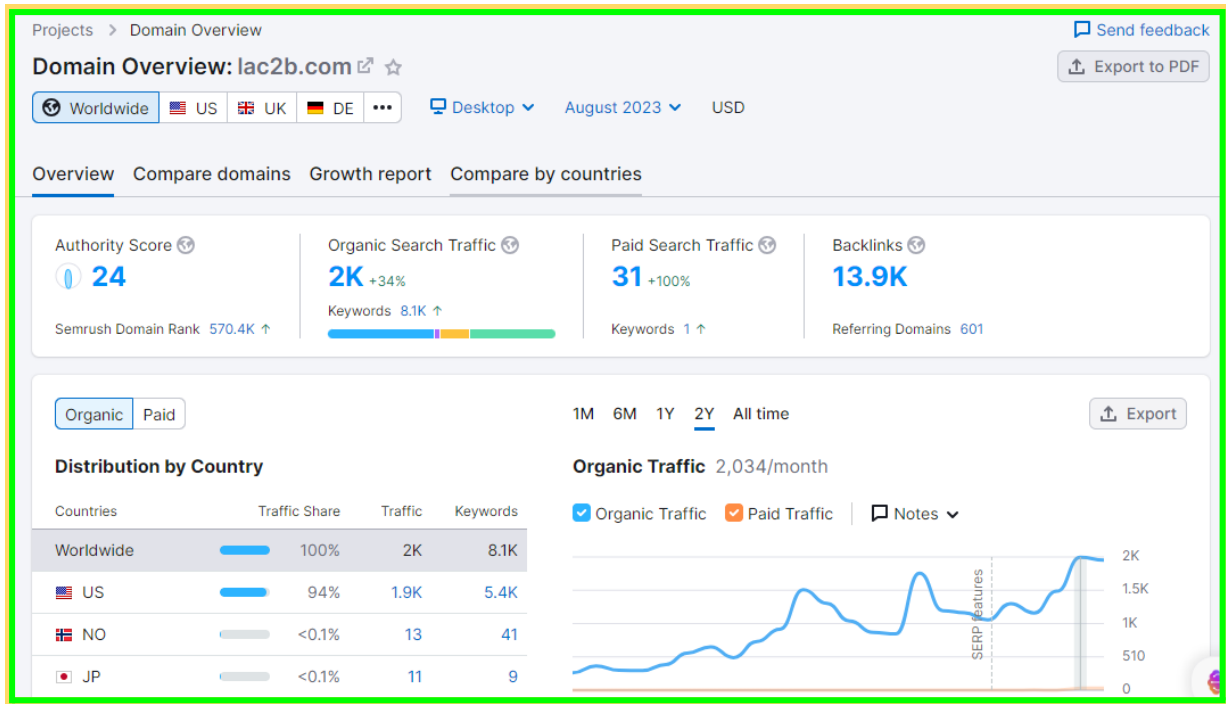
Increase some events in **[August]**.

Page Views Event Count: **82,417** View_item: **52,325**, add_to-cart: **6,968** view_item-list: **1,051**, begin_checkout: **1,522**, Purchase: **505**, add_payment_info: **873**.

1	page_view	154,122	50,523	3.06	\$0.00
2	view_item	96,753	39,838	2.43	\$0.00
3	user_engagement	50,555	30,503	1.67	\$0.00
4	session_start	47,941	38,811	1.24	\$0.00
5	first_visit	39,087	37,670	1.04	\$0.00
6	add_to_cart	13,487	3,671	3.67	\$0.00
7	scroll	12,237	7,181	1.71	\$0.00
8	tramitación de la compra	8,165	3,226	2.53	\$0.00
9	remove_from_cart	3,680	1,176	3.13	\$0.00
10	carrito de la compra	3,284	1,725	1.90	\$0.00

4. Semrush Traffic & Keywords Status:

As per **SEMRUSH**, the website Traffic has increased **2k +34%**, Backlinks: **13.9K**, and SEMRUSH Authority Score: **24**.



5. MOZ Website Authority Status:

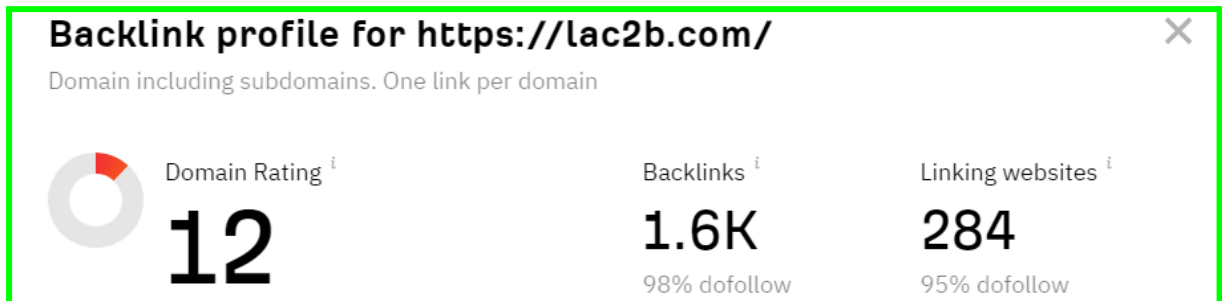
The website MOZ Domain and Page Authority is improving. You can refer to the attached screenshot of the current website DA is 55 and PA 37.

Website DA 56 | PA 39 | TB 6K | QB 302 | SS 1%.

Website Authority - Check all URLs on single click - Sign up											
URL	DA	PA	TB	QB	PQ	MT	SS	OS	Age	DH	MD
https://lac2b.com/	56	39	6K	302	5%	4	1%	48%	3Y, 358D	🕒	+

6. Ahref's Backlink Status:

Domain Rating: **12**, Backlinks: **1.6K**, Linking Websites: **284**.



NOTE: Please review this report and let me know if we can schedule a call to discuss next month's road map.

Have a Great Day 😊
