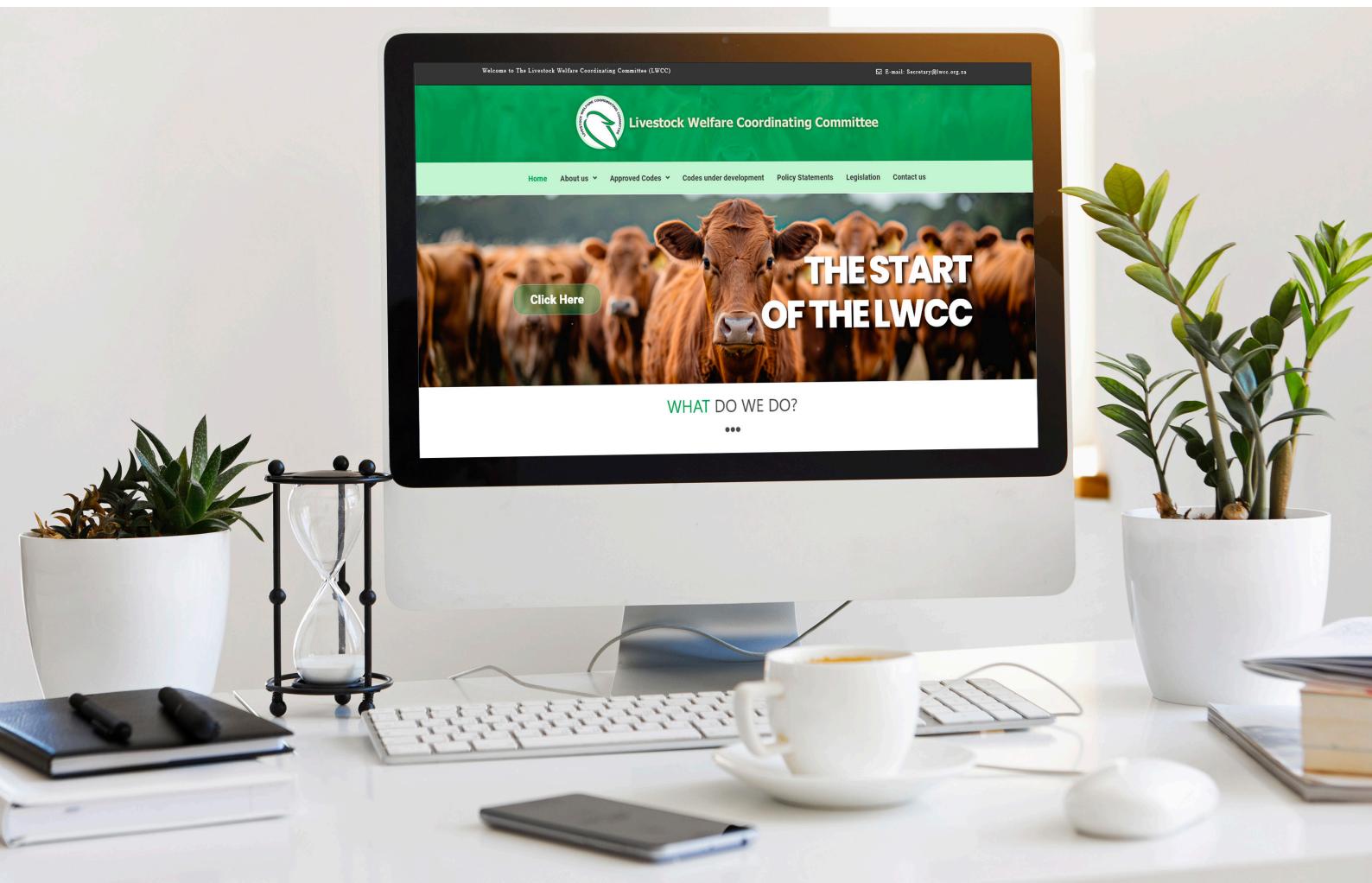




LWCC.ORG.ZA WEB REPORT FOR OCTOBER 2025



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INTRODUCTION

This Website Performance Report provides a comprehensive analysis of key metrics that influence the effectiveness of your online presence. By examining critical factors such as Sessions, Pageviews, Bounce Rate and other user statistics, this report offers valuable insights into how your website is performing. The findings will help identify areas for improvement, ensuring your website delivers an optimal user experience and achieves your business objectives efficiently.

DEFINITIONS

Pageviews:

- **Definition:** A pageview is counted each time a user loads a page on your website. It tracks the number of times a particular page is viewed.
- **Focus:** Individual pages.
- **Measurement:** If a user visits the same page multiple times during a session, each visit counts as a separate pageview.
- **Purpose:** Useful for understanding the popularity of specific pages and identifying which content attracts the most attention.

Sessions:

- **Definition:** A session represents a single visit to your website. It encompasses all interactions a user makes within a specific time frame, usually 30 minutes of inactivity.
- **Focus:** The entire visit.
- **Measurement:** A session begins when a user enters your site and ends when there is a period of inactivity (usually 30 minutes) or the user leaves the site. Multiple pageviews, clicks, and other interactions can occur within a single session.
- **Purpose:** Useful for understanding overall user engagement, the flow of navigation, and how users interact with your site during their visit.

Key Differences:

1. **Scope:** Pageviews count every time a page is loaded, whereas sessions group multiple interactions (including pageviews) by a single user within a visit.
2. **Granularity:** Pageviews are granular and specific to each page, while sessions provide a broader overview of user behavior on the site.
3. **Multiple Counts:** A single session can include multiple pageviews, but a pageview does not indicate the number of sessions.





DEFINITIONS (CONTINUED)

Bounce Rate:

- **Definition:** Bounce rate is the percentage of visitors who enter a website and then leave (“bounce”) rather than continuing to view other pages within the same site. It measures the effectiveness of a website in encouraging visitors to explore beyond the landing page.
- **Calculation:** Bounce rate is calculated by dividing the number of single-page sessions by the total number of sessions on the website. The formula is:

$$\text{Bounce Rate} = \left(\frac{\text{Single-Page Sessions}}{\text{Total Sessions}} \right) \times 100$$

Key Points:

1. **Single-Page Sessions:** These are sessions in which the user only viewed one page and then left the site without any further interaction.
2. **Total Sessions:** This includes all sessions on the site, whether they involve multiple pageviews or just one.





SESSIONS & PAGEVIEWS

Sessions	Pageviews	Avg. Session Duration	Bounce Rate
92 ↑ 54% vs. Previous 30 Days	144 ↑ 98% vs. Previous 30 Days	39s ↑ 170% vs. Previous 30 Days	48.9% ↓ 17% vs. Previous 30 Days

Sessions: 92

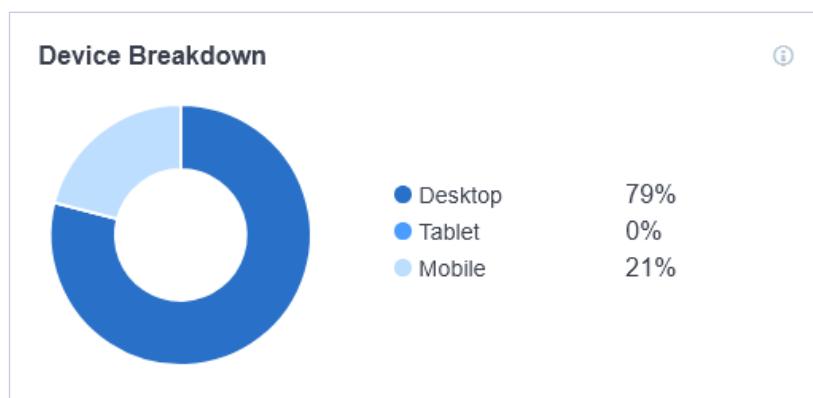


Pageviews: 144





VISITORS





REFERRALS FROM OTHER WEBSITES

Top 10 Referrals

1.		rpo.co.za	4
2.		associationfinder.co.za	3
3.		eavuinsr.online	1
4.		phimarshcer.online	1
5.		gevciamst.online	0

TOP 10 COUNTRIES VISITING

Top 10 Countries

1.	United States	45
2.	South Africa	28
3.	China	14
4.	Singapore	10
5.	Germany	1
6.	France	1
7.	Ireland	1
8.	Iraq	1
9.	Indonesia	0
10.	Italy	0





PAGES VISITED

Top Posts/Pages		<small>(i)</small>
1. LWCC – Livestock Welfare Coordinating Committee	62	
2. Cattle – LWCC	9	
3. Contact us – LWCC	7	
4. Membership – LWCC	6	
5. Stock Theft – LWCC	5	
6. Transport – LWCC	5	
7. Codes under development – LWCC	4	
8. News – LWCC	4	
9. Policy Statements – LWCC	4	
10. Page not found – LWCC	3	

WEBSITE SECURITY

Top 5 IPs Blocked

IP	Country	Block Count
38.60.250.223	Germany	1
209.38.227.5	Germany	1

Top 5 Countries Blocked

Country	Total IPs Blocked	Block Count
Germany	2	2

Top 5 Failed Logins

Username	Login Attempts	Existing User
No failed logins yet.		





UPDATES & MAINTENANCE

Website is up to date and working correctly.

Backups

Backup plugin installed – *Backuply*

Performing monthly backups and removing outdated backups to optimize hosting space.

Backup Time	Backup Location	Host	File Size	Will Restore
<input type="checkbox"/> 27th October 2025 10:57 PM	Local	-	351.2 MB	Files & Folders, Database





CONCLUSION

In conclusion, this Website Performance Report has outlined some insights to your site's performance.

We welcome any suggestions or recommendations you may have to further tailor these insights to your specific goals. Together, we can ensure that your website remains a powerful tool in driving your organisation forward.

