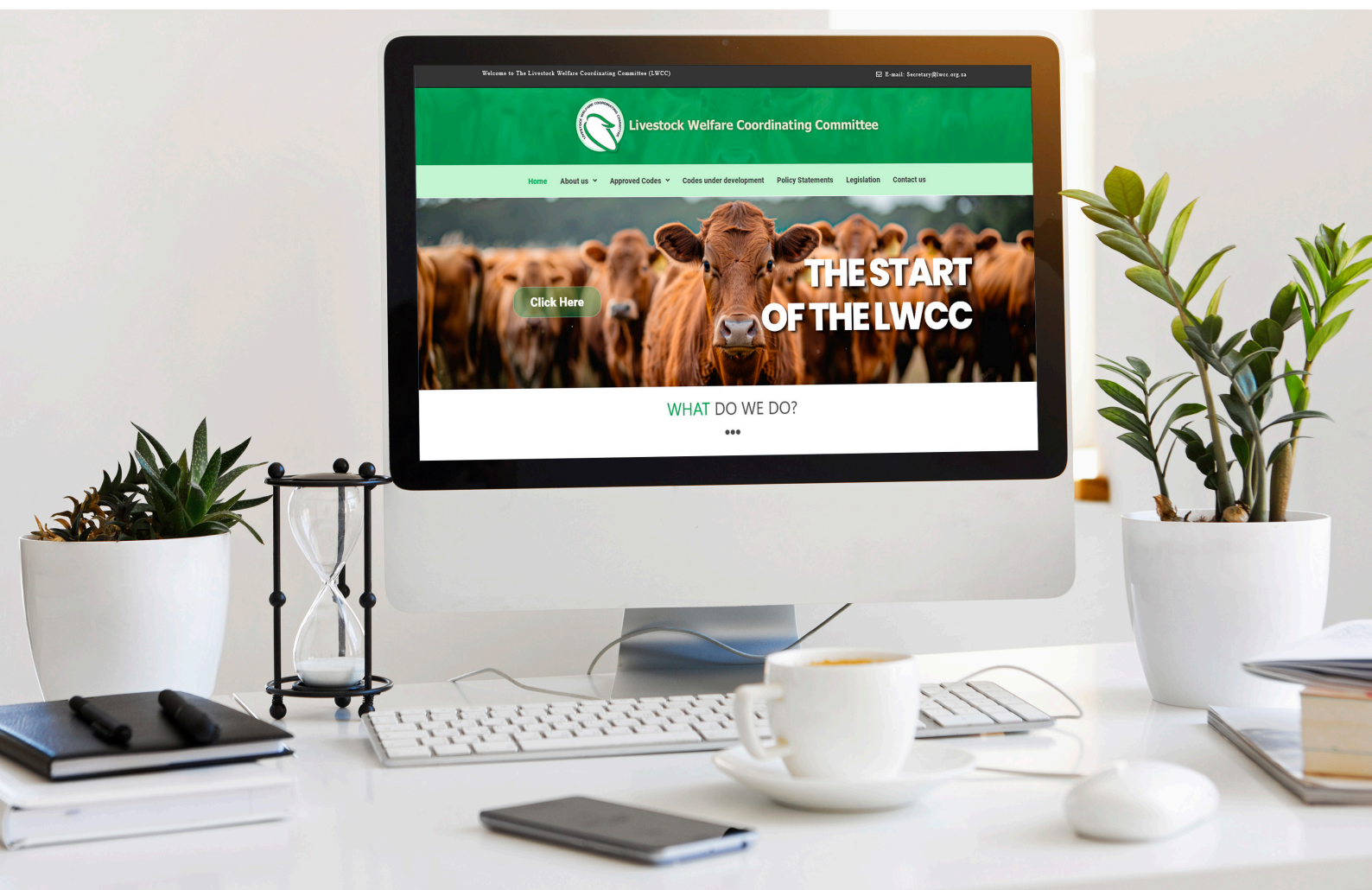




## LWCC.ORG.ZA WEB REPORT FOR DECEMBER 2025



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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

<b>Sessions</b> <b>96</b> ↓ 31% vs. Previous 30 Days	<b>Pageviews</b> <b>117</b> ↓ 43% vs. Previous 30 Days	<b>Avg. Session Duration</b> <b>23s</b> ↓ 26% vs. Previous 30 Days	<b>Bounce Rate</b> <b>67.7%</b> ↑ 31% vs. Previous 30 Days
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### Sessions: 96

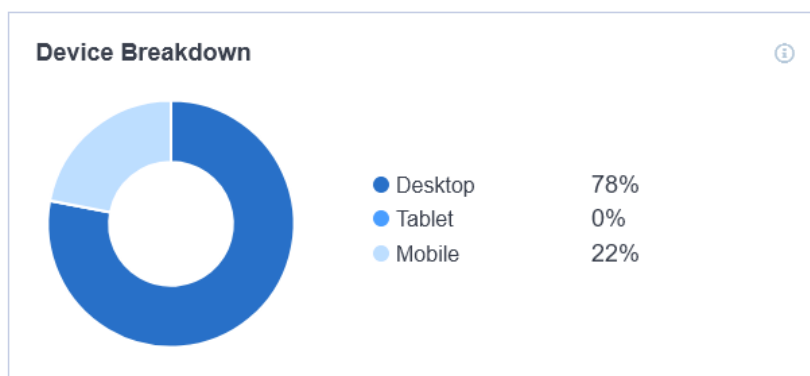


### Pageviews: 117





## VISITORS





## REFERRALS FROM OTHER WEBSITES

Top 10 Referrals <span>(i)</span>		
1.	ruvasa.co.za	2
2.	cvtblog.online	1
3.	finday.com	1
4.	m.sogou.com	1
5.	associationfinder.co.za	0
6.	astimvnc.online	0
7.	foodsafetyagency.co.za	0
8.	udve.ratraiser.online	0

## TOP 10 COUNTRIES VISITING

Top 10 Countries <span>(i)</span>		
1.	China	39
2.	United States	34
3.	South Africa	13
4.	Singapore	9
5.	Germany	2
6.	United Kingdom	2
7.	Argentina	1
8.	France	1
9.	Indonesia	1
10.	Ghana	0
Total / Average		102





## PAGES VISITED

Top Posts/Pages		
1.	LWCC – Livestock Welfare Coordinating Committee	57
2.	Contact us – LWCC	8
3.	Membership – LWCC	6
4.	News – LWCC	5
5.	Page not found – LWCC	4
6.	Page not found – LWCC	4
7.	Page not found – LWCC	4
8.	Policy Statements – LWCC	4
9.	Transport – LWCC	4
10.	ALLEGED ANIMAL ABUSE – LWCC	2

## WEBSITE SECURITY

### Top 5 IPs Blocked

IP	Country	Block Count
142.93.151.87	Canada	4
139.59.39.171	India	4
18.119.127.93	United States	2
13.210.206.181	Australia	1
18.234.162.173	United States	1

### Top 5 Countries Blocked

Country	Total IPs Blocked	Block Count
United States	4	5
India	1	4
Canada	1	4
Australia	1	1
United Kingdom	1	1

### 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"/> 31st December 2025 11:19 AM 	 Local	-	361.12 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.

