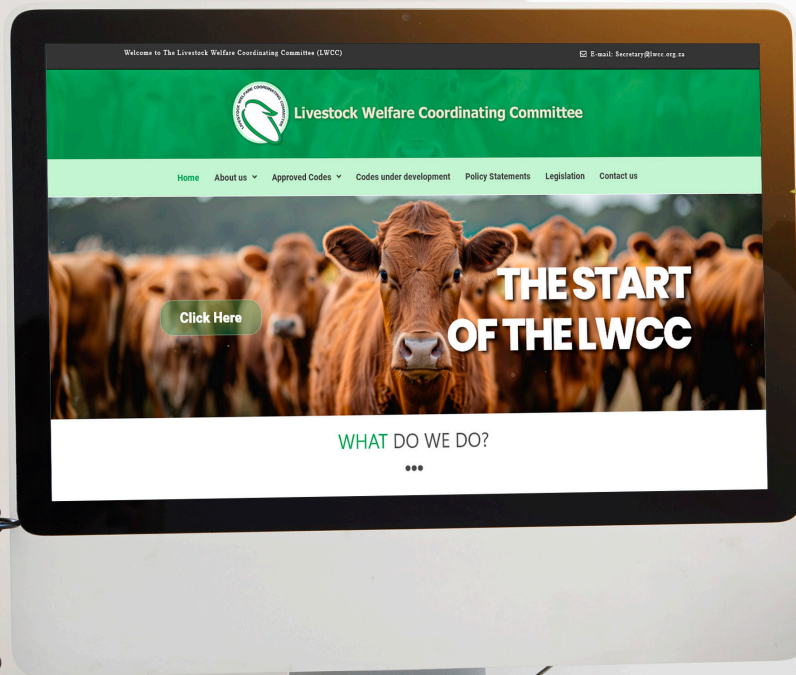




GAGIANO
— DESIGN STUDIO —



LWCC.ORG.ZA
WEB REPORT FOR MARCH 2026



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INTRODUCTION

Dear LWCC,

I would like to inform you of a small change regarding your website statistics.

The plugin I previously used, MonsterInsights, has recently placed most of its features behind a paid option. As a result, I have switched to Google Site Kit to continue providing monthly statistics without unnecessary additional costs.

Due to this transition, the statistics for the month of March are unfortunately not complete. From next month onward, everything will function as normal and reports will be fully up to date.

Please note that the statistics provided by Google Site Kit may differ slightly from those of MonsterInsights, but they remain essentially the same and still provide a reliable indication of your website's performance.

Please feel free to contact me if you have any questions.

DEFINITIONS

Impressions = how many times your website was seen

Think of it like this:

Every time your website appears somewhere (like in Google search results), that counts as 1 impression.

Someone searches → your site shows up → impression

Even if they don't click, it still counts

It's about visibility, not action

Example:

If your site shows up 100 times in Google searches today → you have 100 impressions

Sessions = visits to your website

A session starts when someone lands on your site and ends when they leave (or go inactive).

One person visiting = 1 session

They can view multiple pages → still 1 session

If they come back later → new session

Example:

Someone visits your site, clicks around for 5 minutes → 1 session





DEFINITIONS (CONTINUED)

Page Views = how many pages were viewed in total

Every time any page on your website is opened, it counts as 1 page view.

The same person can open multiple pages → each one counts

Even if they open the same page again → it counts again

Example:

Someone visits your website and:

views the homepage

clicks to “services”

clicks to “contact”

That is 3 page views, but still 1 session

How it all works together

Impressions = how many times people see your website

Sessions = how many people visit your website

Page Views = how many pages they view

Simple example

Your website appears on Google: 1,000 impressions

50 people click through: 50 sessions

Those 50 people view a total of 200 pages: 200 page views

Why Page Views matter

High page views per session → people stay and explore your website

Low page views (e.g. 1 per session) → people leave quickly (could be a content or design issue)

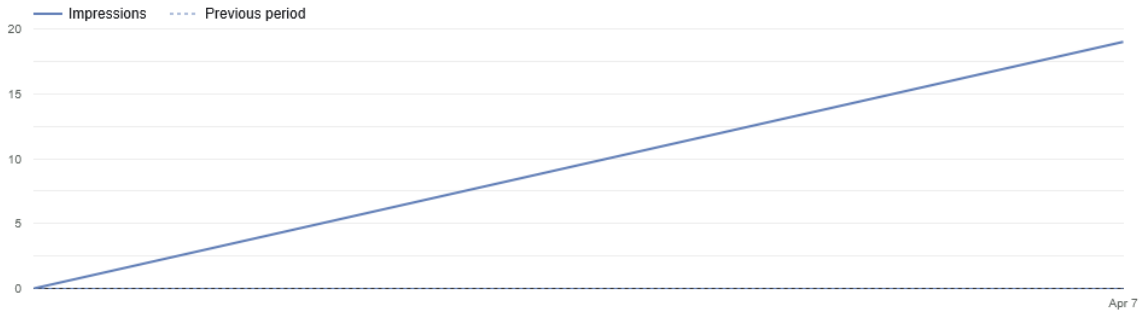




SEARCH TRAFFIC

Total Impressions

19



Total Clicks

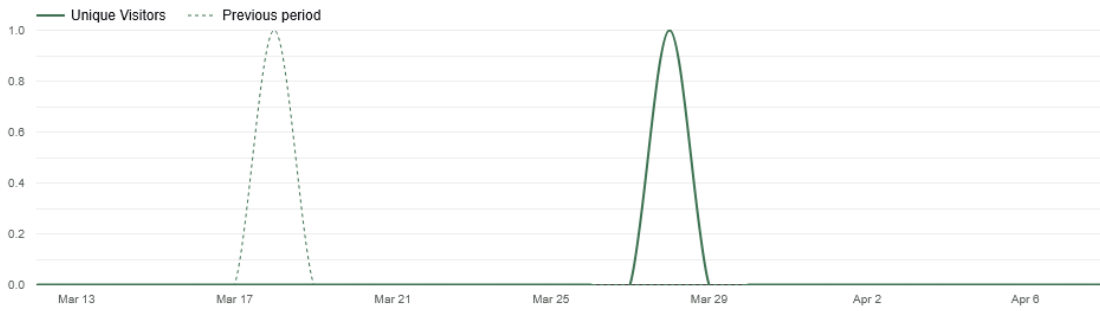
0





Unique Visitors from Search

1



VISITORS

All Visitors

126

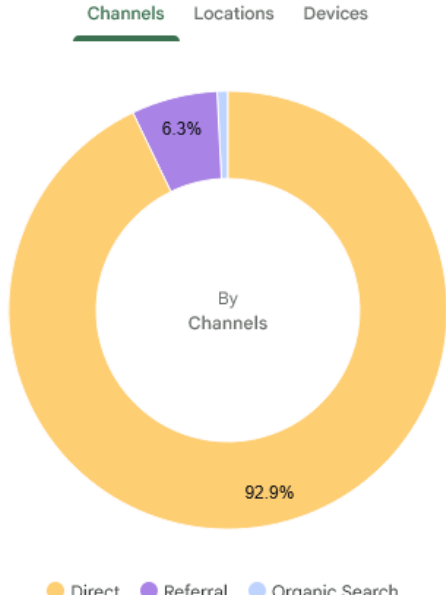
↓ 36.4% compared to the previous 28 days



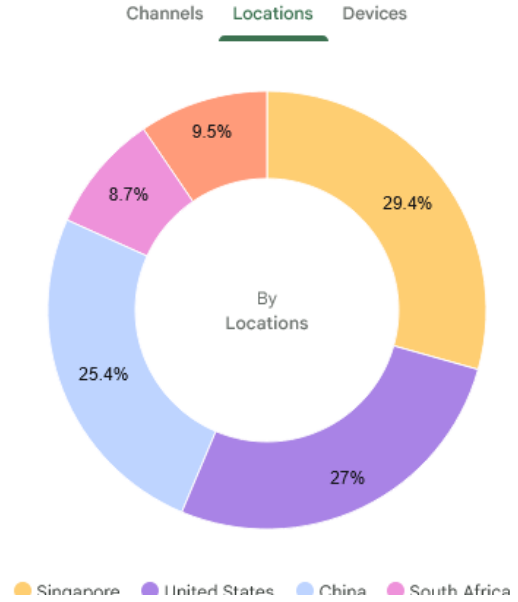


VISITORS

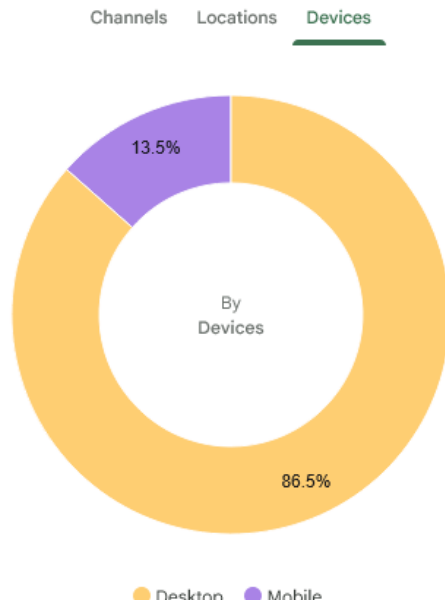
CHANNELS



LOCATIONS

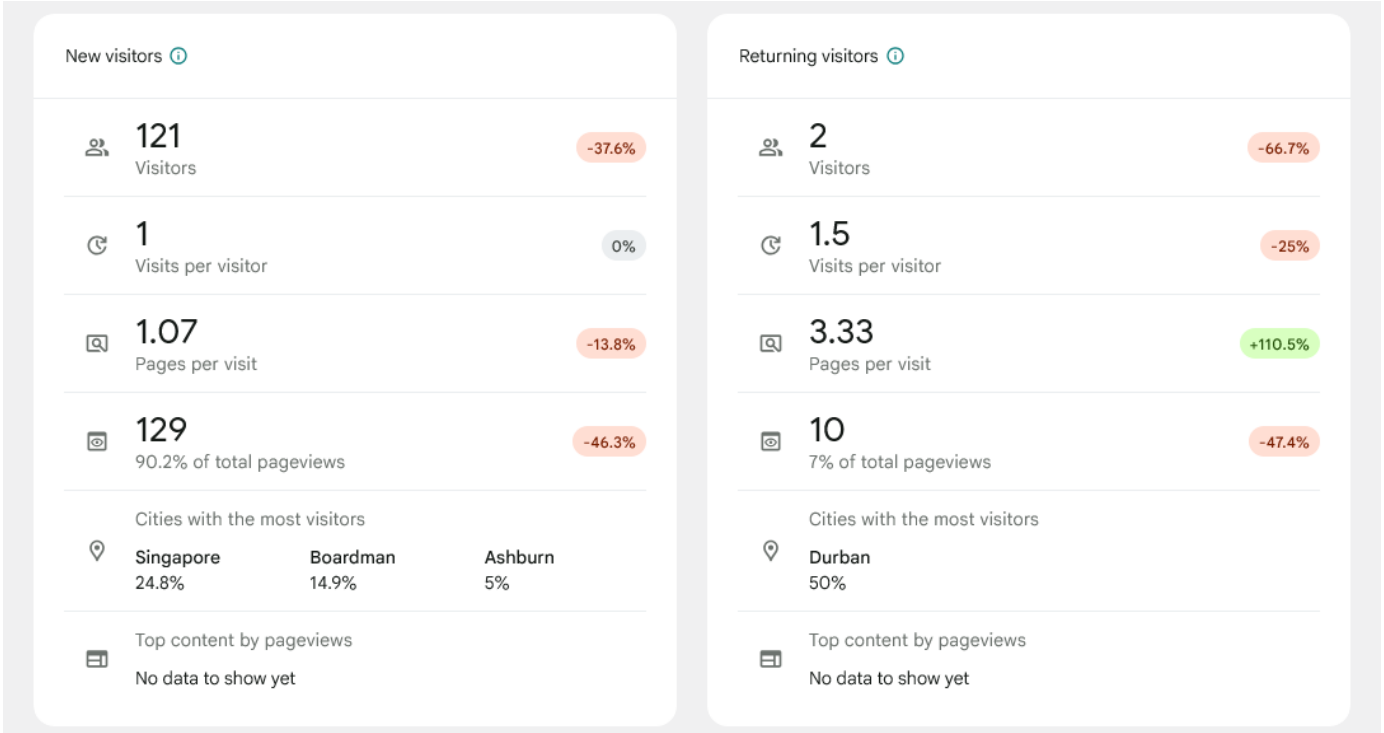


DEVICES





VISITORS





TOP SEARCH QUERIES

Top search queries for your site	Clicks	Impressions
1. animal stunning	0	2
2. stunning animals	0	1
3. what is stunning of animals	0	1

TOP CONTENT

Title	Pageviews	Sessions	Engagement Rate	Session Duration
1. LWCC – Livestock Welfare Coordinating Committee /	56	49	55.1%	14s
2. Page not found – LWCC /404.html	16	16	0%	
3. News – LWCC /news/	10	10	0%	0s
4. News – Page 3 – LWCC /news/page/3/	5	5	0%	0s
5. Cattle – LWCC /cattle/	4	3	33.33%	8s
6. LWCC Regulations – LWCC /lwcc-regulations/	4	4	0%	0s
7. Policy Statements – LWCC /policy-statements/	4	4	25%	1m 21s
8. Legislation – LWCC /legislation/	3	3	0%	
9. Objective – LWCC /objective/	3	3	0%	0s
10. Ostriches – LWCC /ostriches/	3	3	0%	





WEBSITE SECURITY

Top 5 IPs Blocked

IP	Country	Block Count
83.118.225.75	Netherlands	30
170.64.194.73	Australia	12
45.89.60.68	United Kingdom	4
37.223.228.23	Spain	1

Top 5 Countries Blocked

Country	Total IPs Blocked	Block Count
Netherlands	1	30
Australia	1	12
United Kingdom	1	4
Spain	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"/> 8th April 2026 09:00 AM 	 Local	-	414.44 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.

