



Website Growth GPS Monthly Summary

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Executive Summary: We encountered a technical speed-bump this month, though the underlying growth trends remain healthy. While your Organic Search rankings improved, a large image file slowed down the mobile site, causing a dip in engagement from phone users. We have identified the issue and outlined the steps below to restore speed and recapture that traffic.

Metric	Last Month	This Month	Status
Website Visits	145	138	▼ 5%
New Leads/Downloads	4	2	▼ 50%
Conversion Rate	2.70%	1.40%	▼ 1.3%
Engagement Rate	48.00%	38%	▼ 10%

- **Conversion Rate:** This dropped by nearly half. Since the content quality didn't change, this indicates technical friction. The site was too slow on phones, so visitors left before they could click "Download."
- **Engagement Rate:** The drop to 38% confirms the issue. We saw a sharp decline in how long mobile users stayed on the site, while desktop users remained happy.

Keyword Insight

- **Win:** The blog post "Why You Feel Stuck at 40" moved from position #9 to position #6 on Google.
- **Impact:** We are seeing more "Impressions" (people seeing your link in search results) than ever before. This indicates that once the speed friction is removed, you are positioned to capture significantly more traffic.

Traffic Insight

- **The Trend:** Usually, your LinkedIn traffic is highly engaged. This month, those visitors left almost instantly (high "bounce").
- **The Takeaway:** We traced this back to the new "Hero Image" on the homepage. It was uploaded at a very large file size, effectively blocking these mobile visitors from loading your message quickly.

Proactive Care Checklist

- ✓ **Uptime:** 99.8% (Monitored 24/7).
- ✓ **Updates:** 9 Plugin updates applied safely.
- ✓ **Security:** Malware Scan Clean.
- ⚠ **Performance:**
Desktop Speed: 2.2s (Good).
Mobile Speed: 5.8s (Needs Immediate Attention). The uncompressed image pushed this into the "Red Zone."

Recommendations

- **Technical Priority:** Fix Mobile Speed To get the mobile load time back under 3 seconds, the heavy images on the homepage must be compressed.
- **Strategic Priority:** Since your "Career Pivot" keyword is ranking well, we should double down on that topic.
- **Proposed Topic:** "The First 3 Conversations to Have When You Want to Change Careers."