GROWTH GPS: QUARTERLY REVIEW
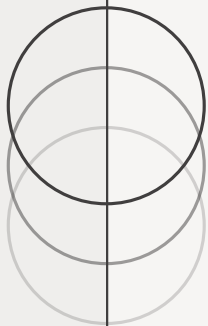
SARAH JENKINS | CLARITY COACHING

Executive Summary

THE NUMBERS

METRIC	TOTAL	PERFORMANCE CHANGE
Total Visitors	1,240	🔺 45% (Growth)
Bounce Rate	42%	🔻 23% (Improvement)
PDF Downloads	127	🔺 217% (Lead Growth)
Mobile Engagement Rate	68%	🔺 40% (Major Win)

Website Visitors: 1,240

- **What this means:** We have successfully broken the "Plateau." The new site structure allows Google to properly index your content, resulting in a 45% traffic jump.
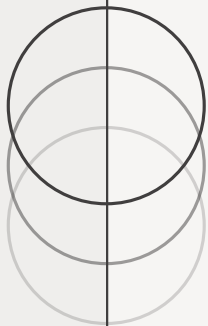
Bounce Rate: 42%

- **What this means:** The drop to 42% is excellent. This is directly tied to the new 'Related Articles' section we added, keeping users reading longer.

PDF Downloads: 127

- **What this means:** The "Pivot Checklist" PDF is working. A 217% increase in downloads proves that the "Hub & Spoke" strategy (placing the offer inside blog posts) is the right move.

Executive Summary

KEY WINS & HIGHLIGHTS

- **Mobile Friction Eliminated:** The mobile engagement rate jumped from 28% (Old Site) to 68% (New Site). Visitors on phones are finally reading your full articles.

- **SEO Breakthrough:** Your "Pillar Post" ("What to Do When You Feel Stuck") has secured a top 5 spot on Google. It is currently your #1 source of new traffic.

- **Technical Stability:** 100% Uptime and 24 Plugin updates applied safely. No "WordMess" incidents reported.

KEY CHALLENGES & OPPORTUNITIES

- **The "Nurture Gap":** We captured 127 new email leads, but only 3 booked a call immediately. We need a system to warm them up automatically.

- **LinkedIn Drop-off:** Traffic from LinkedIn has a lower "Time on Site" than Google traffic. We need to optimize the "landing experience" for social visitors.

TOP 3 RECOMMENDATIONS

- **Build an Email Nurture Sequence**: Automate a 5-email series to send to those 127 leads so you don't have to follow up manually.

- **Create a "Start Here" Page**: Structure your best content to guide new LinkedIn visitors immediately to your best articles.

- **Double Down on "Pivot" Content**: Since Google loves this topic, we should publish 2 more deep-dive articles on career transitions to own this niche.

Audience Insights
(Who Is Visiting The Site?)

TOP COUNTRIES & CITIES

New York

San Francisco

Austin

0   20   40   60   80   100   120

*A large number of visitors' locations were not identified.

DEVICE USAGE

Desktop
45%

Mobile
55%

VISITOR LOYALTY

Returning Visitors
15.9%

New Visitors
84.1%

Analysis: The majority of your audience is reading on their phone, likely during their commute or in the evenings. The redesign was critical to capturing this attention. Your traffic is concentrated in Tech Hubs. This validates your "Tech Leader" persona targeting. You are reaching strangers. The marketing engine is doing its job of expanding your reach beyond your referral network.
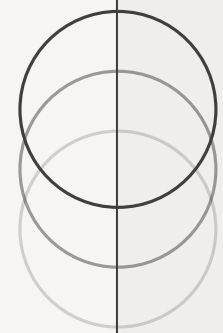
Audience Insights

On-Site Behavior (What Are They Doing?)

TOP 5 PAGES

PAGES	VIEWS	AVERAGE ENGAGEMENT TIME
Blog: "What to Do When Stuck"	812	4m 12s (High Intent)
Home Page	450	1m 05s
About Sarah	210	2m 30s
Services: Career Accelerator	180	1m 45s
Contact	45	0m 55s

- **The "Hook" Works**: Your blog post is acting as the "Front Door" to your business. People find the article first, then check out the Homepage.

- **The "Guide" Connection:** The high time-on-page for "About Sarah" (2m 30s) shows that people are connecting with your personal story. Your pivot from "Resume" to "Empathy" was the right choice.

Audience Insights
(How People Find You)

TOP TRAFFIC CHANNELS

Direct (Brand Recognition)

Organic Search Engines

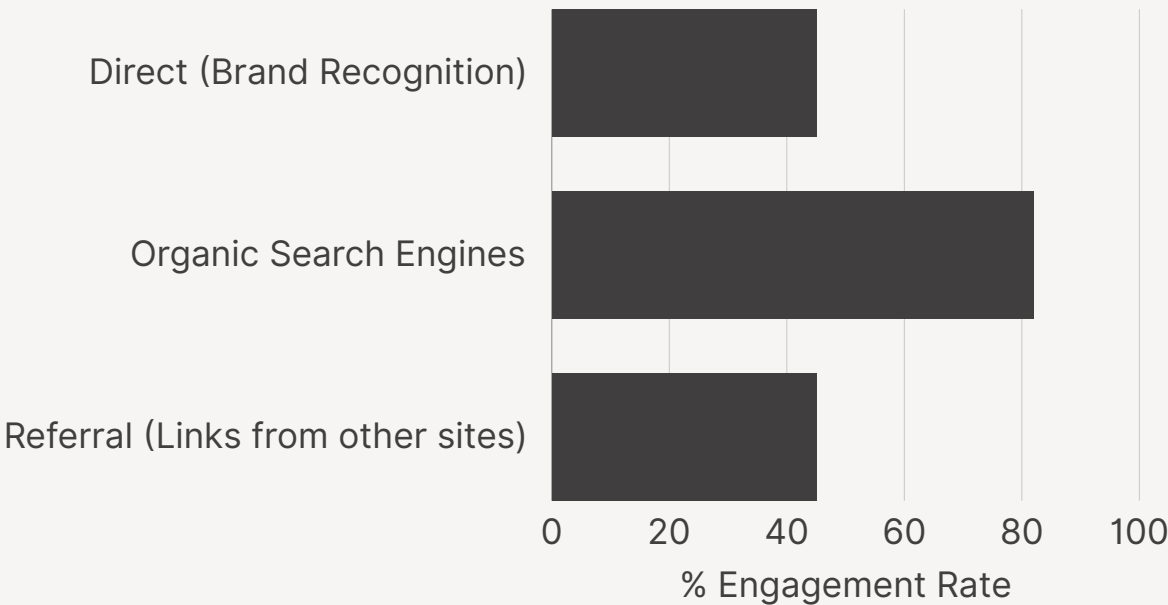Referral (Links from other sites)

0 100 200 300 400 500 600 700
Number of Visits
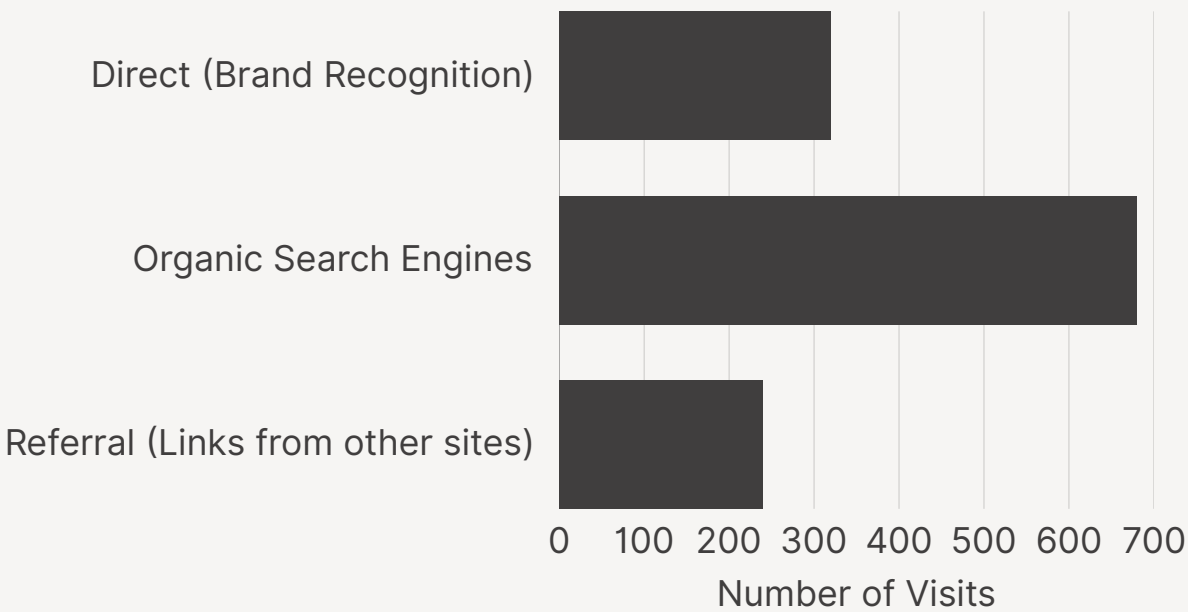
TRAFFIC CHANNEL ENGAGEMENT RATE

Direct (Brand Recognition)

Organic Search Engines

Referral (Links from other sites)

0 20 40 60 80 100
% Engagement Rate

The Key Insight:

These two charts tell the most important story of Q1.

Unlike last year, Organic Search has officially overtaken Direct traffic to become your #1 source of visitors.

Crucially, this is not 'empty' traffic. As the Engagement Rate chart shows, these Search visitors are the most engaged users on the site (82%).

This proves that the 'Topic Clusters' strategy is working. We are attracting strangers who are actively looking for a solution, reading your content deeply, and converting into leads.

*Organic Search Engines - People typing terms like "Executive Burnout" or "Career Pivot" into Google and clicking your articles..
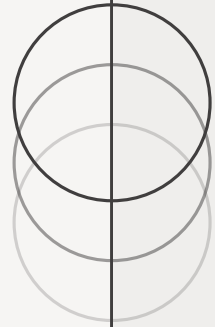
Google Search Stats

SEARCH QUERIES PEOPLE TYPED IN GOOGLE	CLICKS	IMPRESSIONS
career pivot at 40	145	2,100
executive coaching tech	42	600
imposter syndrome cto	18	150
clarity coaching	12	15

Analysis:

You are ranking for "Problem-Aware" terms ("career pivot at 40"). This is excellent. These people feel the pain but don't know the solution yet. Your content bridges that gap.

If we bought this traffic via Google Ads, it would cost ~$5.00 per click. Your content just generated ~$725 in free ad value this month alone

Opportunity:

We are close to Page 1 for "Executive Coaching Tech." Optimizing your Services page could bump this up and capture high-intent buyers.
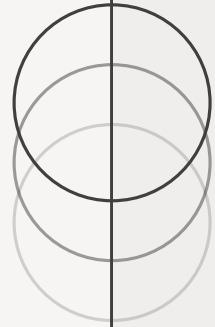
Google Search Stats

PAGES SHOWN IN SEARCH RESULTS	CLICKS	IMPRESSIONS
https://claritycoaching.com/	345	4,200
https://claritycoaching.com/blog/3-conversations-before-quitting/	215	3,850
https://claritycoaching.com/executive-coaching-services/	180	1,500
https://claritycoaching.com/resources/mid-career-pivot-checklist/	127	900
https://claritycoaching.com/blog/is-45-too-late-to-pivot/	95	1,200
https://claritycoaching.com/about-sarah/	85	600

BPNWEBTECH

Performance Overview

DESKTOP

LOAD TIME
The time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds.

🖥 **DESKTOP LOAD TIME**

1.77 s   GREAT

1.77s

0s   2.5s   4s   10s+

Time in seconds (s)

INTERACTIVITY
The total time that a page is blocked from responding to user input, such as mouse clicks, or screen taps. An ideal speed is less than 200 milliseconds.

🖥 **DESKTOP INTERACTIVITY**

75.00 ms   GREAT

75.00ms

0ms   200ms   600ms   2000ms+

Time in milliseconds (ms)

VISUAL STABILITY
How much your page layout shifts or jumps while it's loading. An ideal measurement is 0.1 or lower.

🖥 **DESKTOP VISUAL STABILITY**

0.00   GREAT

0.00

0   0.1   0.25   1+

MOBILE

LOAD TIME
The time it takes for the page's main content to load. An ideal speed is less than 2.5 seconds.

LOAD TIME

0.91 s   GREAT

0.91s

0s   2.5s   4s   10s+

Time in seconds (s)

INTERACTIVITY
The total time that a page is blocked from responding to user input, such as mouse clicks, or screen taps. An ideal speed is less than 200 milliseconds.

INTERACTIVITY

61.00 ms   GREAT

61.00ms

0ms   200ms   600ms   2000ms+

Time in milliseconds (ms)

VISUAL STABILITY
How much your page layout shifts or jumps while it's loading. An ideal measurement is 0.1 or lower.

VISUAL STABILITY
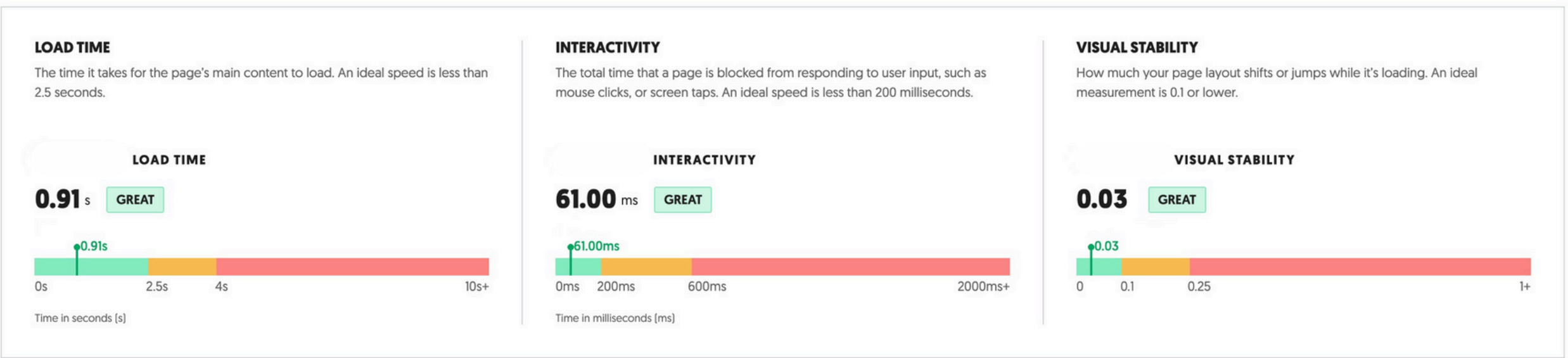
0.03   GREAT

0.03

0   0.1   0.25   1+

Analysis:

This page measures the technical health and speed of the website. The takeaway is simple: the experience for visitors is excellent, with fast load times.

Unlike the old site (which took 9 seconds to load on mobile), your new architecture loads in 0.91 seconds on 4G. This is why your Mobile Engagement rate has doubled.
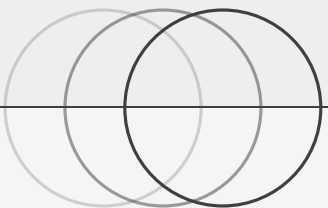
SECURITY & MAINTENANCE

- **Uptime**: 99.9%
- **Backups:** 90 Daily Backups completed.
- **Plugin Updates**: 24 updates managed by bpnWebTech.

In February, the 'Forms' plugin released a broken update. We detected the conflict and rolled it back before any visitors saw an error. This is the 'Invisible ROI' of your Care Plan

Recommendations

THE "NURTURE" CAMPAIGN (HIGH PRIORITY)

Why: You have 127 people with your PDF but only 3 resulted in a scheduled appointment.

Action: We will set up a 3-part automated email sequence using your email provider.

1. "Here is your checklist."
2. "The #1 mistake Career Pivoters make."
3. "Case Study: How Steve found his dream job."

THE "SERVICE PAGE" OPTIMIZATION

Why: You are ranking #8 for "Executive Coaching Tech."

Action: We will add an FAQ section to your Services page targeting specific tech-leader questions. This should push you into the Top 3 on Google.

VIDEO CONTENT EXPERIMENT (LOW PRIORITY)

Why: To increase LinkedIn engagement.

Action: Record one 60-second Loom video summarizing your top blog post and embed it in the article.

SCHEDULE OUR CALL TO REVIEW REPORT