

Website

Content Pages

Overall, the content on the most of the pages is good, though may be a little out-dated?

The website has several areas that can be updated by yourselves through the CMS.

These are:

- Meet The Team
- Timetables (Documents)
- Dance Classes
- Dance Class Uniforms
- Photo Gallery

Meet The Team

This section was last updated 30-July-21.

Timetable (Documents)

This section was last updated 13-Aug-21.

Dance Classes

This section was last updated 11-Oct-21.

Dance Uniforms

This section was last updated 13-Aug-21.

Photo Gallery

This section hasn't been updated since June-2018

The photos have all been imported from Facebook and as this functionality is no longer available in the CMS, the images haven't been updated since 2018.

There are approx. 2000+ images in this photo gallery, all are untitled. It would be better served to remove these images, and add 30-60 of your latest images to showcase the range of dance classes and pupils, with tag lines describing what they are.

Covid 19

There is a notice on the enrolment page of the website to Covid-19 policies. Though it would be better if your Covid19 policies were easier to find on the website (a separate page accessible from the main menu).

GDPR

The website is not currently GDPR complaint. The contact forms do not have an opt-in option and there isn't a privacy policy on the website. The website does not have an SSL certificate and is therefore not secure.

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In summary

The website is being updated, but on an infrequent basis.

Some areas could be improved upon such as the photo gallery.

Information, for the main, is up to date.

The website provides a good experience for visitors.

Updating the website on a regular basis (at least once a month), has a positive impact on natural Google rankings.

Updating the website more frequently would help with Google rankings.

Adding a new page for Covid-19 polices making this information easier to find.

The website needs to be made GDPR compliant, so as not to fall foul of the ICO <https://ico.org.uk/> and possibly incur a fine.

The website needs to secure by installing an SSL certificate.

Social Media

The company currently has 1 social media accounts:

Facebook - <https://www.facebook.com/arabesquedanceandtheatreacademy/>

Facebook

This account is being updated on a regular basis

In summary

The social media accounts are being updated regularly.

Google Analytics

Analytics for this year (23-Nov-2020 to 23-Nov-2021)

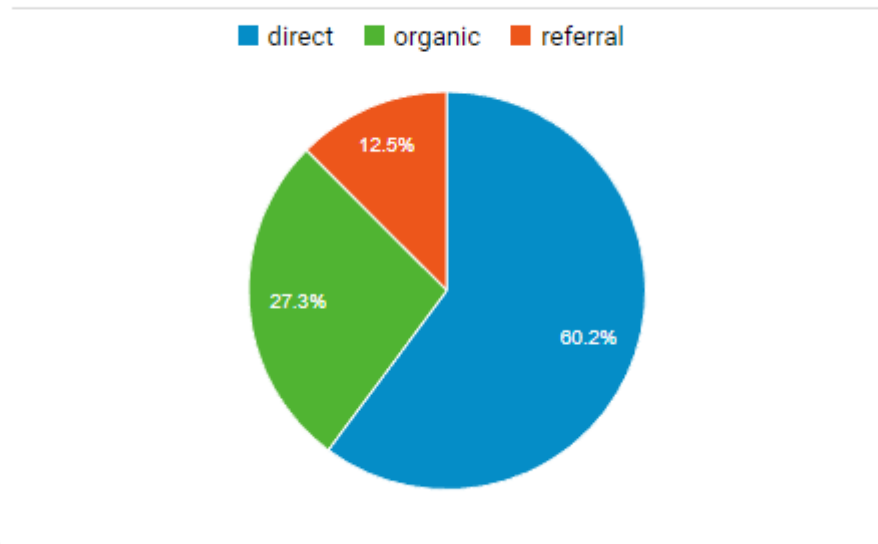
Visits and Pageviews by Mobile

Mobile (Including Tablet)	Sessions	Page Views
Yes	2,913	6,620
No	950	2,247

The website had 3863 visits (sessions)

The split between mobile and desktop was 75% from mobile devices and 25% from desktops.

Visits by Traffic Type



The website traffic is split 60% from direct traffic

- If a visitor knows your URL and enters it directly into his/her browser's address bar
- If a visitor has bookmarked your site or saved it as a favourite in his/her browser
- If a visitor clicks on a link contained in an email (the URL has been shared by a third person)

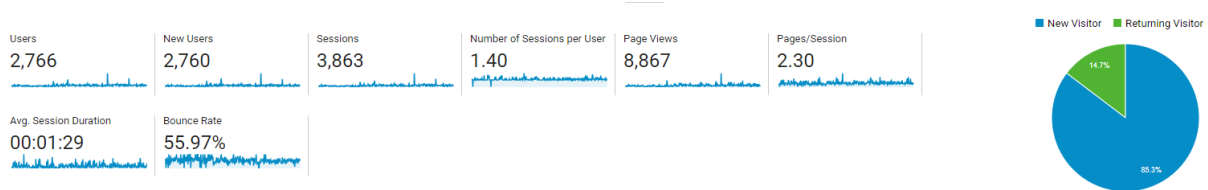
27% from organic traffic

- If a visitor has found your website from Google search

13% from referrals

- Referral traffic refers to visits to your site from links that appear on a different site, for example Facebook

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The average visitor looked at 2.30 pages and stayed on your website for 89 secs.

The bounce rate (56%) is the percentage of visitors who left your website after only looking at the page they arrived on. The higher the bounce rate, the worse it is for your website. It means that visitors are not staying and not engaging with your website.

Pageviews by Page

Page	Page Views
/	2,946
/timetable	1,163
/news/dance-classes	1,119
/news/uniform	1,050
/enrol	738
/meet-the-team	369
/contact-us	325
/news/news/news/mini-movers-from-2years	96
/gallery	90
/news/ballet-dance-lessons	86

The most popular page on the website is the home page (/) followed by the timetable page and then the dance classes page.

In summary

Most of your website visitors are coming from direct traffic, are using a mobile device and are staying on your website for about a minute and a half and are looking at more than one page. (That is good).

25% of your website visitors are finding you in Google.

Almost 13% of website visitors are coming from your Facebook page, presumably to find out more information.

The bounce rate (56%) for your website is very good, which means that in general half of the website visitors are engaging with the website.

Recommendations

Website – To be carried out by getyouonline.co.uk.

1. Revamp of the current website.
2. Review of the current content, improve readability and bring up to date.
3. Review of the current content for SEO (Search Engine Optimisation) to improve rankings.
4. Review of website meta data and improve for SEO.
5. Add a Facebook live feed on the website to capitalise on your active social media.
6. Add a customer review section to encourage customers to leave reviews and thus adding new content to the website.
7. Optimise the website for mobile visitor experience.
8. The new website will be GDPR compliant and secure with an SSL certificate.
9. See quote ref: 2021-11-4331-JA

Website – To be carried out by Arabesque.

Updating and adding new content to the website is good for improving Google rankings. It is also good for engaging with the website visitor and keeping them on your website, which in turn is also good for improving Google Rankings.

Therefore the following sections of the website need updating to bring them up to date:

- Photo Gallery (remove the current photos and replace with 30-60 tagged photos)
- Testimonials

The following sections of the website need updating on a regular basis. Minimum once a month.

- Photo Gallery
- Testimonials