MONTHLY WEBSITE REPORT

Sample Foodservice Co.

PREPARED FOR

https://example.com/

Reporting period: October 1, 2026 - October 31, 2026

THIS MONTH AT A GLANCE

Sample Foodservice Co. had a strong October, with visits rising to 582 from 445 the month before and visitors spending longer on the site. Every quality audit check passed, earning an A in all eight areas, and the Wordfence scan found no issues. We applied 31 plugin updates, with updates running every Saturday morning and backups kept on a rolling 5 day schedule.

- Visits up 30.8% to 582, and page views up 39% to 2,245.
- Average time on site rose to 2:57 from 1:56 the previous period.
- Bounce rate rose to 38.1% from 28.8%, an increase of 9.3 pts.
- Request A Quote was the most viewed page, with 1,266 views.
- Wordfence blocked 470 attacks this month, and 9 pages were updated on the site.

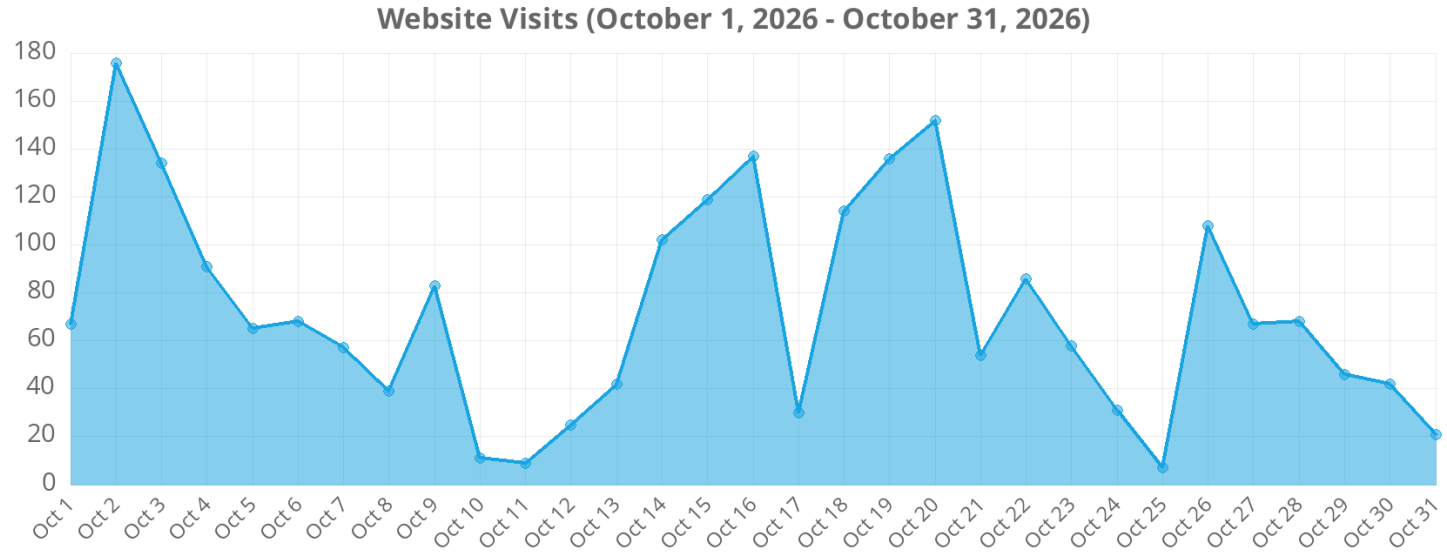
OVERVIEW

Report Summary

This report covers your website for the past month. It shows how visitors found and used your website, the results of our security and quality checks, and the maintenance we carried out. Anything that needs attention is flagged; everything else is confirmation it is being maintained.

TRAFFIC

Analytics



ANALYTICS SUMMARY

METRIC	CURRENT PERIOD	PREVIOUS PERIOD	CHANGE
Visits	582	445	↑ +30.8%
New Visits %	46.2%	60.7%	↓ -14.5 pts
Active Users	311	308	↑ +1%
New Users	269	270	↓ -0.4%
Pages/Visit	3.86	3.63	↑ +6.3%
Bounce Rate	38.1%	28.8%	↑ +9.3 pts
Page Views	2,245	1,615	↑ +39%
Avg. Time on Site	2:57	1:56	↑ +52.8%

TOP 10 PAGES

PAGE TITLE	VIEWS
Request A Quote - Sample Foodservice Co.	**1,266**
Broadline Food Distributors Near Me| Sample Foodservice Co.	**394**
Contact - Sample Foodservice Co.	**141**
Wholesale Foods| Bulk Food Online| Wholesale Meats	**83**
Careers - Sample Foodservice Co.	**66**
Brands - Sample Foodservice Co.	**59**
Foodservice Distributors| Wholesale Food Products Suppliers	**43**
Submit Quote - Sample Foodservice Co.	**34**
Promotions - Sample Foodservice Co.	**25**
Grocery Wholesale Distributors |Bulk Grocery Suppliers for Restaurants	**18**

TOP TRAFFIC SOURCES

SOURCE	USERS
(direct)	**175**
google	**130**
bing	**10**
ig	**5**
chatgpt.com	**5**

DEVICES

DEVICE TYPE	USERS
Desktop	**192**
Mobile	**145**
Tablet	**2**

COUNTRIES

COUNTRY	USERS
United States	**267**
India	**26**
Pakistan	**4**
Philippines	**4**
Taiwan	**2**

Understanding These Numbers

The **Analytics Summary** table shows your website totals for the month. The tables below break those same visitors down by page, source, device and country. The breakdowns can come to slightly less than the totals, because a visit Google could not attribute — an unknown source or country, for example — is counted in the total but has no row of its own.

QUALITY

Website Quality Audit

GRADED ACROSS EIGHT CATEGORIES, MEASURED NOVEMBER 2, 2026.

PERFORMANCE	MOBILE	ACCESSIBILITY	SEO	AI READINESS	SECURITY	EMAIL	PRIVACY
A	A	A	A	A	A	A	A
8/8	8/8	8/8	13/13	8/8	11/11	8/8	3/3

SEO — A 13/13

Page title set for search results	yes
Page title a good length for Google	49 chars
Search result description written	yes
Search description a good length	157 chars
One clear main heading on the page	1 found
Duplicate pages point to one master version	yes
Page adapts to phone screens	yes
Link previews display correctly when shared	yes
Browser tab icon set	yes
Sitemap published for search engines	yes
Crawling instructions published for search engines	yes
Homepage images described in text	0 missing
Visitor tracking installed	Google Analytics / GTM

SECURITY — A 11/11

Security certificate valid	DigiCert Inc
Security certificate renews in good time	179 days left
Visitors always sent to the secure address	yes
Secure connection always enforced	yes
Pages cannot be embedded to trick visitors	yes
Browsers cannot be tricked into mis-reading files	yes
WordPress version not advertised to attackers	hidden
Every image and script loads securely	All secure
Domain locked against unauthorised transfer	Transfer lock active
Domain renews in good time	379 days left

PRIVACY — A 3/3

Cookie consent banner in place	CookieYes
Privacy policy linked from the site	yes

MOBILE — A 8/8

Page adapts to phone screens	present
Visitors can pinch to zoom	pinch-zoom allowed
Layout adjusts across screen sizes	10 breakpoints
No desktop-width layout forced on phones	none
Images sized to suit the device	Device-sized images in use
Built with modern layout, not tables	Modern layout

EMAIL — A 8/8

Approved sending servers published	yes
Unapproved senders rejected	Marked suspicious
Emails signed as genuinely from you	Active
Policy set for emails faking your address	Suspicious mail quarantined
Spoofed emails actively blocked	Quarantined
Sending servers in good standing	Managed sending pool

WORDFENCE SECURITY — No issues found

Last scan	November 1, 2026
Attacks blocked this month	470

ACCESSIBILITY — A 8/8

Page language declared for screen readers	present
Homepage images described in text	0 missing
Form fields labelled for screen readers	all labeled
Every link and button has readable text	none found
Screen readers can navigate page sections	yes
Embedded content is labelled	no iframes

PERFORMANCE — A 8/8

Server responds in under 0.4 seconds	168 ms (median of 3)
Pages served from cache for speed	Breeze page cache
Files compressed before sending	yes
Reasonable number of scripts and styles	66 found
Page code kept lightweight	265 KB

AI READINESS — A 8/8

AI assistants allowed to read your site	GPTBot, ClaudeBot, PerplexityBot all allowed
Guide published for AI assistants	present
Business details machine-readable	10 data types published
Company identity declared for search and AI	Organization declared

MAINTENANCE

Website Management

UPDATES, BACKUPS, DOMAIN, AND SECURITY CERTIFICATE FOR THIS PERIOD.

DOMAIN STATUS

Status:	**Valid**
Expiry Date:	**November 15, 2027**
Expires In:	**378 days**
Registrar:	**GoDaddy.com, LLC**

SSL CERTIFICATE STATUS

Certificate Status	**Valid**
Expires In days	**179**
Certificate Issuer	**DigiCert Inc**
Valid From	**October 13, 2026**
Valid To	**April 30, 2027**
Checked On	**November 1, 2026**

POSTS MANAGEMENT

New Posts:	**0**
Updated Posts:	**0**
Deleted Posts:	**0**

PAGE MANAGEMENT

New Pages:	**0**
Updated Pages:	**9**
Deleted Pages:	**0**

UPDATES

Plugins Updates:	**31**
WordPress Updates:	**0**

Updates run every Saturday morning.

GENERAL INFORMATION

Wordpress Version:	**7.1.4**
PHP Version:	**8.3.36**

SITE BACKUPS

Backups are on a rolling 5 day schedule.

Database, Plugins, Themes, Uploads, Others	October 31, 2026
Database, Plugins, Themes, Uploads, Others	October 30, 2026
Database, Plugins, Themes, Uploads, Others	October 29, 2026
Database, Plugins, Themes, Uploads, Others	October 28, 2026
Database, Plugins, Themes, Uploads, Others	October 27, 2026