



# Company Name

Monthly report for the month of : (month)

## Contents of the September Monthly Report for (Company Name)

- Websites
- Instagram
- Facebook
- Twitter
- Blog
- Newsletter
- Event

# Monthly Report for Websites



CompanyName.com

Metrics	Total	Growth
Users	#	%
Sessions	#	%
Direct	#	%
Organic	#	%
Referral	#	%
Social	#	%
Pageviews	#	%
Pageviews/Session	#	%
Avg. Session Duration	#	%

## Pages with the most views:

#1 Page 1 – # pageviews

#2 Page 2 – # pageviews

#3 Page 3 – # pageviews

# Monthly Report for Websites



## WebsiteName.com

Metrics	Total	Growth
<b>Users</b>	#	%
<b>Sessions</b>	#	%
Direct	#	%
Organic	#	%
Referral	#	%
Social	#	%
<b>Pageviews</b>	#	%
<b>Pageviews/Session</b>	#	%
<b>Avg. Session Duration</b>	#	%

### Pages with the most views:

#1 Page 1 – # pageviews

#2 Page 2 – # pageviews

Data for: Last 30 Days

# Weekly Report for Instagram



## Page

	Total	Growth
Post Impressions	#	%
Post Reach	#	%
Post Engagement	#	%
Post Likes	#	%
Post Comments	#	%

*Post with the biggest reach in the last 30 days*

(PICTURE)

Data for: (month)

facebook

# Monthly Report for Facebook

## Free Posts

	Total	Growth
Views (from logged – in users)	#	%
Likes (page)	#	+ (#) likes
Likes (posts)	#	%
Number of Posts	#	%
Engaged Users	#	%
Reach	#	%
Impressions	#	%

*Post with the  
biggest reach this  
week*

(PICTURE)

Data for: (month)



## Monthly Report for Twitter

Metrics	Total	Growth
Tweets	#	%
Tweet Impressions	#	%
Profile Visits	#	%
Mentions	#	%
New Followers	#	%

*Tweet with most impressions*

(PICTURE)

# Weekly Report for Blogs (Medium and Website)



## Medium Blog

Data for: last 30 days

Metrics	POST 1		POST 2		POST 3	
	Total	Growth	Total	Growth	Total	Growth
Views (outside of M.)	#	%	#	%	#	%
Views (on Medium)	#	%	#	%	#	%
Reads	#	%	#	%	#	%
Read Ratio	#	%	#	%	#	%
Likes	#	%	#	%	#	%

## Website Blog

Data for: (month)

Pageviews

#

Avg. Time on Page

00:00

Entrances

#

Growth Rate:

%

%

%



# Weekly Report for Newsletter



Ref.	Title	Date Sent	Opens		Clicks	
			Total	%	Total	%
1	Title #1	Day of month, Year	#	%	#	%
2	Title #2	Day of month, Year	#	%	#	%
3	Title #3	Day of month, Year	#	%	#	%
4	Title #4	Day of month, Year	#	%	#	%
<b>Monthly Totals/Averages</b>			#	%	#	%

# Definitions

## (Page 4, Page 5) | Google Analytics

- Sessions - a session is defined as a group of interactions one user takes within a given time frame on your website
- Direct – visits with no referring website
- Organic – traffic that arrived on site through unpaid search
- Referral – traffic that arrived after the user clicked on a website other than a search engine
- Social – traffic coming from social networks and social media platforms.
- Email – traffic that came from an email marketing campaign

## (Page 6) | Instagram

- Impressions – the total number of times your posts have been seen
- Reach – the number of unique accounts that have seen any of your posts

## (Page 7) | Facebook

- Engaged users – the number of unique users who engaged with your Page. Engagement includes any click or story created
- Reach – the number of unique people who saw your content
- Impressions – the number of times a post from your page is displayed, whether the post is clicked or not

## (Page 8) | Twitter

- Mentions – a mention is a Tweet that contains another person's @username anywhere in the body of the Tweet
- Tweet Impressions – the tweets sent that actually generate interaction or replies from others online