CATHOLIC LEAGUE
For Religious and Civil Rights

July 2021

Weekly Activities

• Check for and implement any software updates including Wordpress, Themes and plugins
• Remove any spam comments
• Respond to requests from Don

Monthly Activities

- Run website security scan
- Run speed test on website
- Check analytics and compile reports
- Meet with Don to discuss specific goals and needs
- Implement any specifc requests from Don and team including site design changes, creation of new pages and templates, new book or product launches and social media questions and advice.
- Monitor security and warning messages from Wp-Engine and respond to all needed tasks to maintain security.

Additional Activities

- Troubleshoot for Woo Commerce customers who were having issues
- Fixed SSL issue with WP-Engine hosting
- Ran quarterly software update and security sweep

Additional Important Notes

In July, there were 15,235 users, 13,594 of them being returning users.
43% of those users were acquired through organic search, 38% were direct, 11% from social media and the remaining referral. A breakdown of acquisitions is below:
1. Facebook 1,707
2. Twitter 640
3. WordPress 18
4. Quora 8
5. YouTube 8
6. reddit 4
7. Blogger 3
8. LinkedIn 2

9. Pinterest 2
10. Before It's News 1

There are still more users visiting us on their desktops. The average page load time is 6.79 seconds; however, it's almost two seconds faster for users on Safari, one second for users using the browser Microsoft Edge, and about the same for users visiting using the browser Chrome. The average server response time is less than half a second.

Website Security and Platforms

We've been running Word Press software and utilizing a custom theme with assorted plugins. We run our store through Woo Commerce and are hosting our site using Wp-Engine. Kickstart Media keeps all of this updated, secure and configured properly.

We have had phenomenal uptime with the website since moving to Wp-Engine hosting and our website speed has been great. In addition, the platform has been exceptional at weeding out hacking attempts, issuing warnings and working with Kickstart Media to mitigate any potential problems.

Wp-engine also vets all updates from Word Press and makes recommendations on how we should handle potential situations. Kickstart Media then implements the recommendations or an alternative.