

Read your monthly report

The five numbers in your monthly email (visits, searches, clicks, messages and phone taps, top pages) and how to read the ups and downs.

Plan Growth and Growth + Voice

On the first Monday of each month you get an email from us with five numbers about your website, compared with the month before. Here is how to read it.

The five numbers

1. **Visits to your site.** How many times people came to your site, counted by Umami. One person can visit more than once.
2. **Searches your site showed up for.** How many times your site appeared in a list of Google results, whether or not anyone clicked. It comes from Google Search.
3. **Clicks from Google Search.** How many times someone clicked your site in those results.
4. **Messages and phone taps.** How many people sent you a message through the form, and how many tapped your phone number on their phone.
5. **Top pages.** The three pages people visited most.

Visits, messages, phone taps and top pages come from Umami, the visit counter on your site. It uses no cookies and collects only anonymous information, such as which pages were viewed, so it doesn't add a cookie pop-up to your site. Searches and clicks come from Google Search. None of it includes your Google profile or your social accounts, which stay in your hands.

Reading ups and downs

- **Small numbers are normal**, especially in the first months. Look at the direction over several months, not one.
- **Seasons matter.** Visits can go up and down with tourist season, holidays and storms. A week you were closed shows up as a dip.
- **A dip isn't always bad news.** We'll tell you when we can explain it, and when we can't we'll say so and keep watching it.
- **Searches up, clicks flat?** People are seeing your site but not clicking. We look at your page titles in the quarterly tune-up.
- **Few messages?** We test your form every month. A quiet month can be a quiet month.

What the report never does

It doesn't promise that any number will rise, and we won't claim credit for a change we can't explain. If we can't pull a number, we'll tell you it's missing.

Good to know

- The first report is your starting point. There's nothing to compare it with yet, so we say that.
- Reply with questions. We read every one.
- If there's something you'd like us to write about next month, tell us.

You can see a filled-in example, with made-up numbers, in "Monthly report: format and sample".

Need a hand?

Email hello@zossoz.com with your business name, the page, and what you'd like done, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [What a quarterly search tune-up is](#) · [How your site posts work](#) · [What your monthly plan includes](#) · [Where your form messages go](#)

More guides: [the Zossoz Help Center](#) · [Questions?](#) Email hello@zossoz.com