

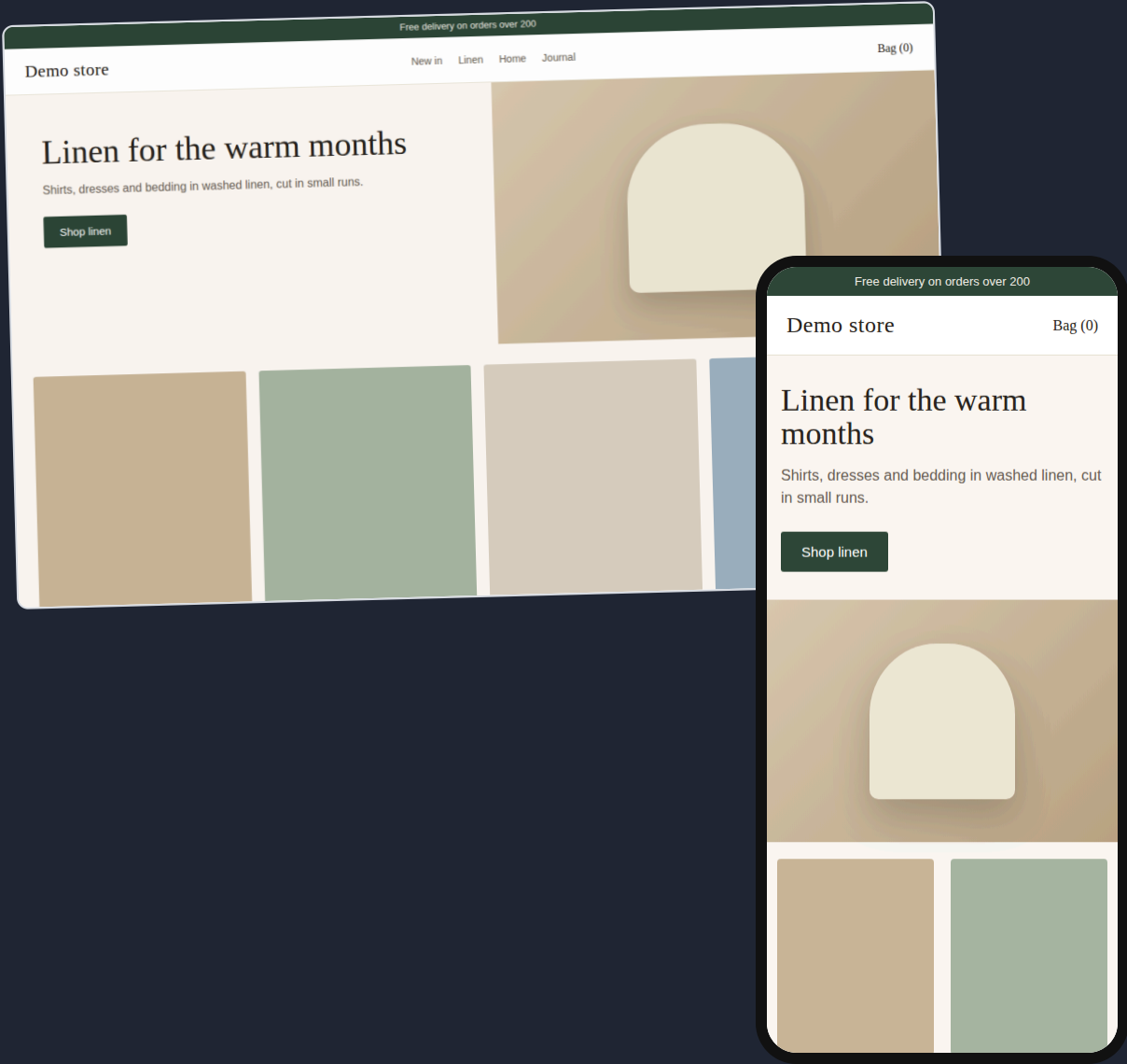
MONTHLY REVIEW • 2026-10-01 TO 2026-10-31 (UTC)

demo-store.example

Where your visitors bought, where they did not, and what to change first.

5,501	73	1.33%
Visits	Sales	Sale rate

Made on 2026-11-01 • every number traceable to a reading of this site



2 things to change, in the order to take them

Visits

5,501

4,309 in the 31 days before

Sales

73

43 in the 31 days before

Sale rate

1 in 75 visits bought
(1.33%)

1 in 100 visits bought (1%) in the 31 days before

#	WHAT TO CHANGE	WORTH	WHO
1	/products/linen-shirt turned 3 of 627 visits into sales; pages of its kind would have made 10	About 7 sales in these days ESTIMATE	Whoever edits your pages
2	53 people hit “TypeError: Cannot read properties of undefined (reading 'total')”	NOT MEASURED	Your developer

One group of visits looks like people who were not shopping

5,501 visits include the visits landing on /wp-login.php with 349 visits. You have 5,152 visits without them and 73 sales without them; open how the visits landing on /wp-login.php arrives and what page they see first.

Counted from 2026-10-01 to 2026-10-31 (UTC).

COUNTRY	VISITS	SALES	FIRST VISITS	MEDIAN TIME ON SITE
AE	2,972	38	71.37%	76.7 s
SA	842	7	70.67%	75.1 s
GB	579	11	73.06%	76 s
US	430	3	73.95%	77 s
IN	398	9	73.62%	75.7 s

Likely not shoppers: the visits that landed on /wp-login.php, 349 visits. Without them, the site had 5,152 visits and 73 sales (1.42%).

We mark a group "likely not shoppers" only when it brought at least 5% of all visits and at least 30 visits, none of them bought, at least 90% were first visits, and the median visit lasted under 2 seconds. Nothing is taken out of any other figure.

Ask your AI: “Where did my visits come from from 2026-10-01 to 2026-10-31, and which of them bought?”

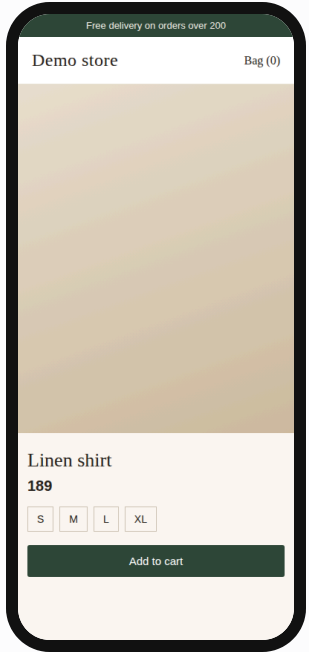
/products/linen-shirt turned 3 of 627 visits into sales; pages of its kind would have made 10



- SAW
- 627 visits landed on /products/linen-shirt; 3 of them bought.
- COMPARED
- At the rate of product pages on this site, the same visits would have made 10 sales.
- IN PLAIN WORDS
- 8 pages judged against their kind with 1 page below its kind and no pages above their kind. /products/linen-shirt had 3 sales from 627 visits, against 10 sales expected at its kind's rate; open it beside your best page of the same kind.
- RULED OUT
- Worth watching: less than 1 in 20 that a gap this size is chance, too few to call it more.
- WORTH
- About 7 sales in these days

ESTIMATE

Its visits × its kind's rate, less what it had.
- FIX
- Open each page beside your best page of the same kind and compare what a visitor sees first.
Whoever edits your pages
- CHECK
- The next review reads these pages against their kind again.



/products/linen-shirt on a phone

53 people hit “TypeError: Cannot read properties of undefined (reading 'total')”

53

people since it first appeared on 2026-10-12

SAW

IN PLAIN
WORDS

WORTH

FIX

CHECK

- 53 people hit it; 53 of their visits were on a page where people buy.
- 1 error listed. TypeError: Cannot read properties of undefined (reading 'total') hit 53 people on 53 visits on pages where people buy; open where it appears and try it on a test visit.
- Not measured: an error does not say how many it stopped. NOT MEASURED
- Open each one in Site health › Errors for the page, the browser and the line it came from.
Your developer
- The next review reads this error's people again.

One landing page turned fewer visits into sales than pages of its kind

8 pages judged against their kind with 1 page below its kind and no pages above their kind. /products/linen-shirt had 3 sales from 627 visits, against 10 sales expected at its kind's rate; open it beside your best page of the same kind.

Counted from 2026-10-01 to 2026-10-31 (UTC), by the page a visit landed on.

PAGE	KIND	VISITS AND SALES	EXPECTED AT ITS KIND'S RATE	COULD IT BE LUCK?
/products/linen-shirt	Product pages	3 of 627 visits	10	Less than 1 in 20, worth watching



Worth: about 7 more sales if these pages did as well as their kind (Estimate: each page's visits × its kind's rate, less what it had). [ESTIMATE](#)

Ask your AI: “Which of my landing pages did worse than pages of their kind from 2026-10-01 to 2026-10-31?”

WHERE FEWER VISITS BOUGHT THAN ON PAGES OF THEIR KIND

What a visitor sees first on these pages, on a phone



/products/linen-shirt on a phone

Pictures of these pages as our crawler saw them on a phone. They show what a visitor sees first, not where visitors tapped.

53 people hit “TypeError: Cannot read properties of undefined (reading 'total')”

1 error listed. TypeError: Cannot read properties of undefined (reading 'total') hit 53 people on 53 visits on pages where people buy; open where it appears and try it on a test visit.

Errors seen from 2026-10-01 to 2026-10-31 (UTC). People and visits count every time since the error first appeared. Errors from apps and browsers are left out.

ERROR	FIRST SEEN	PEOPLE	VISITS ON A PAGE WHERE PEOPLE BUY
TypeError: Cannot read properties of undefined (reading 'total')	2026-10-12	53	53

Next step: open each one in Site health > Errors for the page, the browser and the line it came from.

Ask your AI: “Which errors did my visitors hit from 2026-10-01 to 2026-10-31?”

Search and rivals

Search Console is not connected, so Google's own numbers are not in this review. Connect it in SEO to add them.

Visits from any search engine, 2026-10-01 to 2026-10-28: 2,085, with 31 sales.

These search numbers cover their own 28 days, named above, which may not be the review's own days.

No rivals are stored for this site yet. SEO › Rivals finds them.

Ask your AI: “How did my site do in Google search, and who ranks beside me?”

What to do, who does it, and how the next review will know

#	WHAT TO CHANGE	WHO	HOW WE WILL KNOW
1	Open each page beside your best page of the same kind and compare what a visitor sees first. /products/linen-shirt turned 3 of 627 visits into sales; pages of its kind would have made 10	Whoever edits your pages	The next review reads these pages against their kind again.
2	Open each one in Site health › Errors for the page, the browser and the line it came from. 53 people hit “TypeError: Cannot read properties of undefined (reading 'total')”	Your developer	The next review reads this error's people again.

Ask your AI app these, and it reads the same numbers

“What were my visits, sales and rate from 2026-10-01 to 2026-10-31?”

“Where did my visits come from from 2026-10-01 to 2026-10-31, and which of them bought?”

“Which of my landing pages did worse than pages of their kind from 2026-10-01 to 2026-10-31?”

“How do my checkouts and orders change with cart value from 2026-10-01 to 2026-10-31?”

“Which errors did my visitors hit from 2026-10-01 to 2026-10-31?”

“How did my site do in Google search, and who ranks beside me?”

2026-10-01 to 2026-10-31 (UTC) · Counted from this site's own visitors. Bots and your team's own visits are left out.
Ask your AI: “What were my visits, sales and rate from 2026-10-01 to 2026-10-31?”