



# AND SHE'S OFF

APRIL 2023  
WRAP-UP REPORT

Prepared For :  
Comm 372

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Website URL : <https://andshesoff.blog/>

# WRAP-UP REPORT

1

"A blog to give the traveler who spends hours researching their trip one place to find it all."

Posts:

12

Views:

590+

Avg. 20.5/day

Visitors:

280+

Avg. 9.7/day

Views Per  
Visitors:

2.12

Where Readers Live:

<https://andshesoff.blog/>

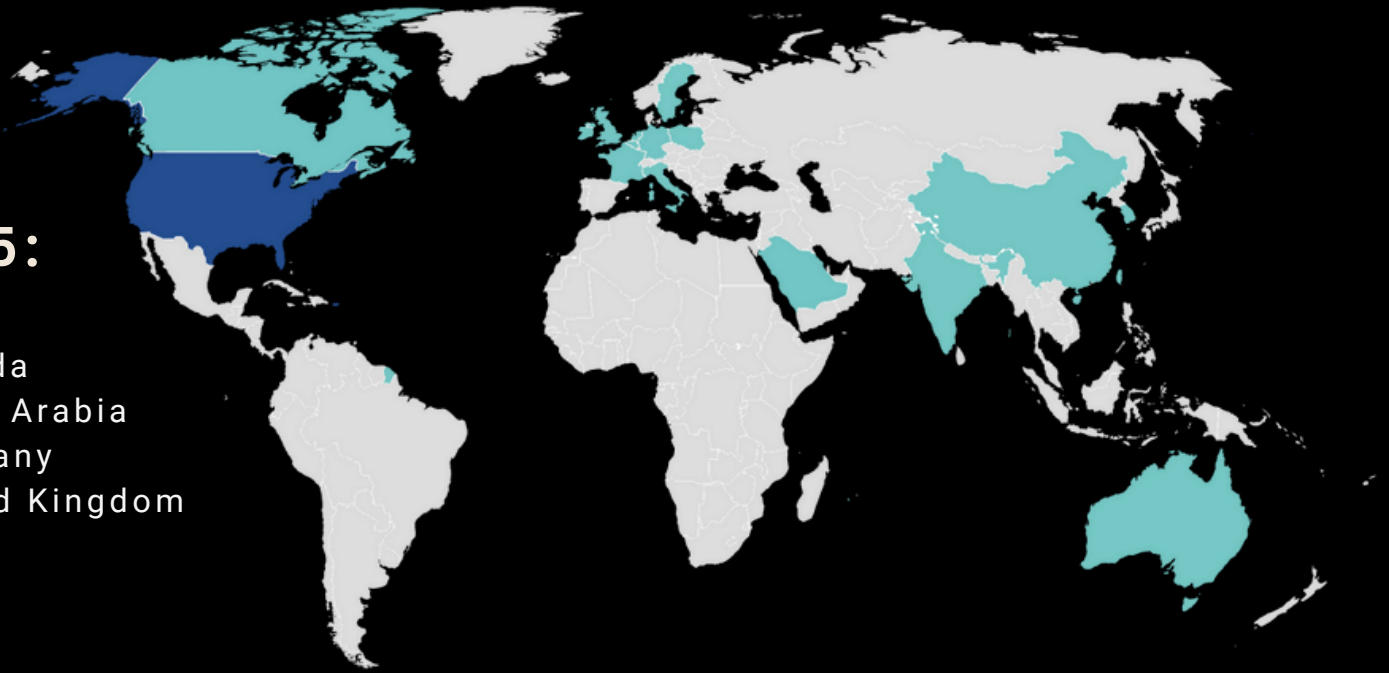


1

550

Top 5:

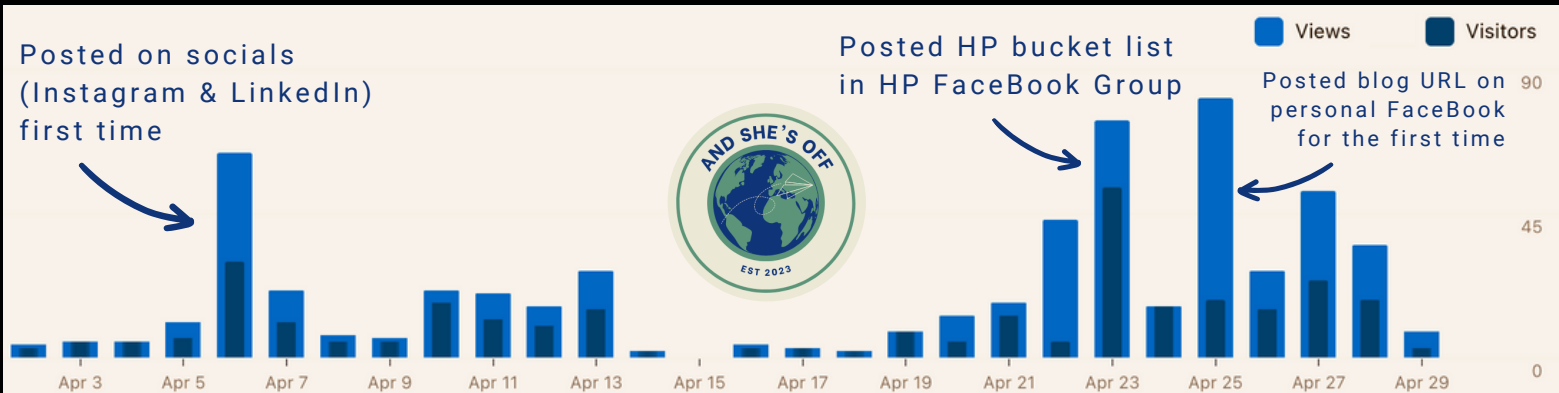
1. USA
2. Canada
3. Saudi Arabia
4. Germany
5. United Kingdom



Posted on socials  
(Instagram & LinkedIn)  
first time

Posted HP bucket list  
in HP FaceBook Group

Posted blog URL on  
personal FaceBook  
for the first time



## Referrers:



106



60

39



## Search Engines



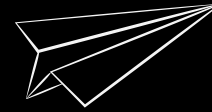
13

6




## Total Likes:

7



## Comment:

1.  **Neha Chauhan** says:  
April 6, 2023 at 3:49 pm [Edit](#)  
 Good to know this , thanks for the Good piece of Ad.

# Top Articles:

## The Ultimate Universal Harry Potter Bucket List 1



A list of hidden details that every Potterhead should look out for at Harry Potter Universal Studios in Orlando, Florida.

April 23, 2023

**80 views**

## My Favorite Airport Items 2



My favorite products to bring in my carry on to make airports more bearable.

April 9, 2023

**40 views**

## Ranking My 9 Favorite Roller Coasters Of All Time 3



The best roller coasters from a self-proclaimed roller coaster enthusiast.

April 13, 2023

**23 views**

Shared in Harry Potter fan page on FaceBook

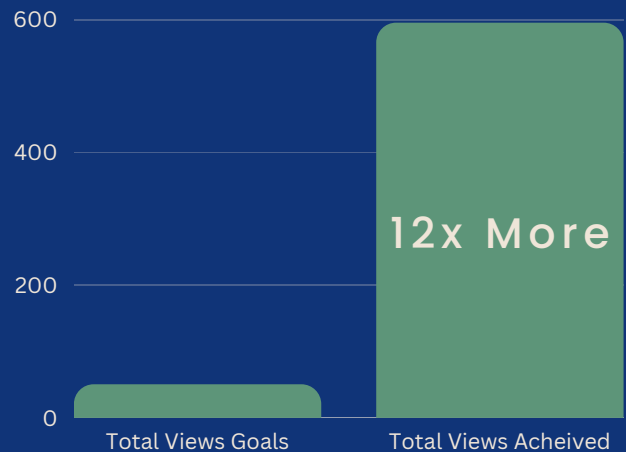


Shared on LinkedIn & received comments from others with their favorite coasters

## Goals:

Percent of articles that reached 20 views this month:

33.3%



## Insight:

*Exploring The Best of Bali: A Comprehensive Travel Guide*

- A ChatGPT generated article with "ranking high in SEO" in the prompt
- Zero views after one week
- Worst performing article of the month



### Best Day:



to view

### Best Time:

8:00 PM

to read

### Top Tags:

1.Travel	144
2.Travel Tips	135
3.Harry Potter	85

## Overall:

*The use of tags and quality of content helped searchability, but sharing on socials or with online, niche groups was the most effective tactic for viewership and growth.*

