



# November Web Traffic Report

## Audience Overview

- 25,937 Unique Visitors to the site
  - 85% (23,341) New Visitors
- 64,904 Site Pageviews (1.71 pages/session)
- 85% of visitors from U.S. followed by Canada, the UK, and Australia

## Demographics Overview

- Highest user groups are 55-64 and 65+ years old (49%) *Continue creating content for this age group*
- The 35-44 year old age group is low.
- Users are split between men and women 48.% and 51.4% respectively

## Mobile vs Desktop

- 49% Desktop 42% Mobile Device 9% Tablet *Continue to ensure site is mobile friendly*

## Acquisition Overview

- 50% site traffic from Organic Search (Google, yahoo, etc)
- 32% site traffic is direct
- 12% is social media (74% Facebook and 23% Twitter)
- 4% is referral traffic primarily from canon212.com and smaller sites

## Behavior Overview

- Most popular pages
  - 32% of all pageviews to the Home page
  - 2.37% of all pageviews to the Latest News page

## Site Speed

- Page load time is at 4.52 seconds - this is very slow and needs to be addressed

## Recommendations Overview

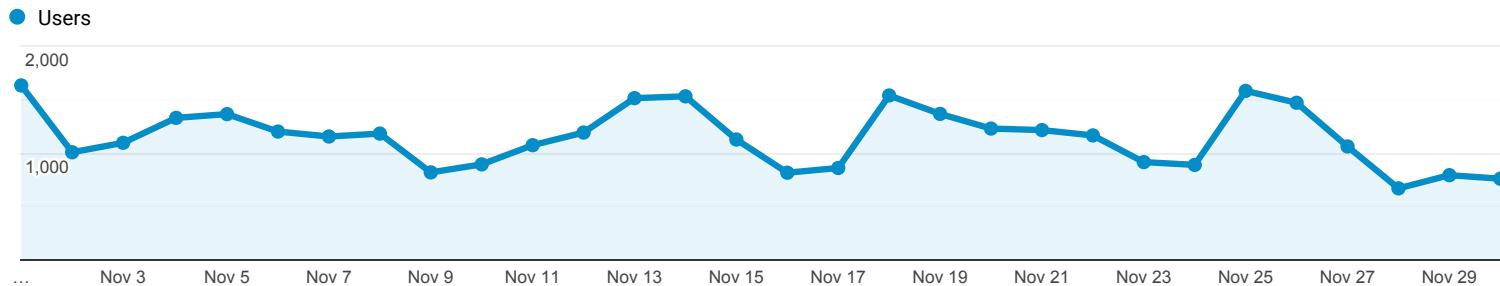
- Focus on creating content for target audience: adults 55+
- Homepage should be optimized for faster page speeds and mobile devices

### Audience Overview

Nov 1, 2019 - Nov 30, 2019

All Users  
100.00% Users

Overview



Users  
**25,937**

New Users  
**23,341**

Sessions  
**37,984**

Number of Sessions per User  
**1.46**

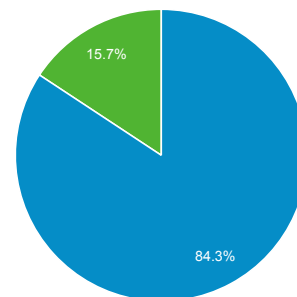
Pageviews  
**64,904**

Pages / Session  
**1.71**

Avg. Session Duration  
**00:01:20**

Bounce Rate  
**72.69%**

New Visitor Returning Visitor



Language	Users	% Users
1. en-us	23,227	89.38%
2. en-gb	1,011	3.89%
3. en-ca	344	1.32%
4. en-au	235	0.90%
5. fr-fr	94	0.36%
6. pt-br	76	0.29%
7. es-es	69	0.27%
8. en	65	0.25%
9. en-ie	55	0.21%
10. de-de	48	0.18%

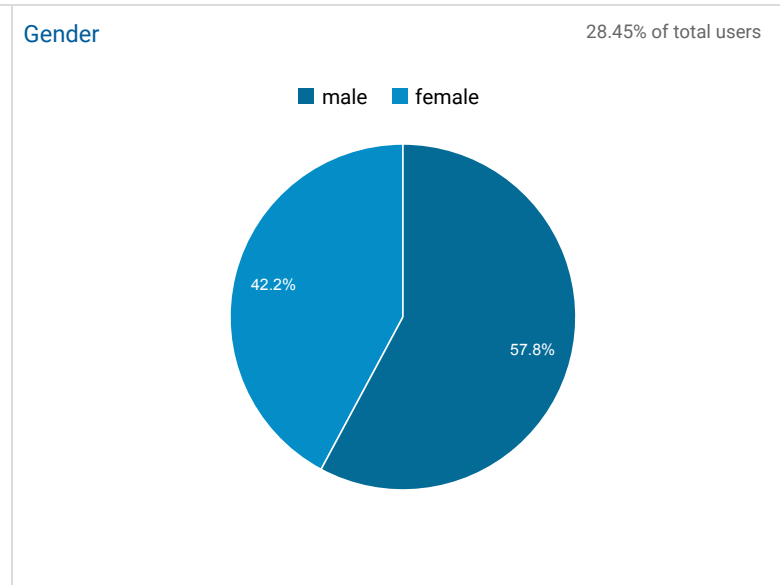
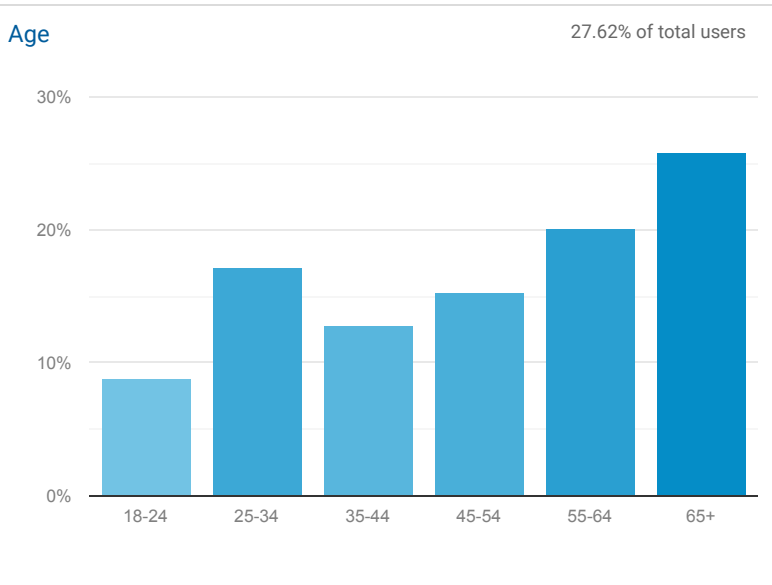


## Demographics: Overview

All Users  
100.00% Users

Nov 1, 2019 - Nov 30, 2019

Key Metric:



Overview

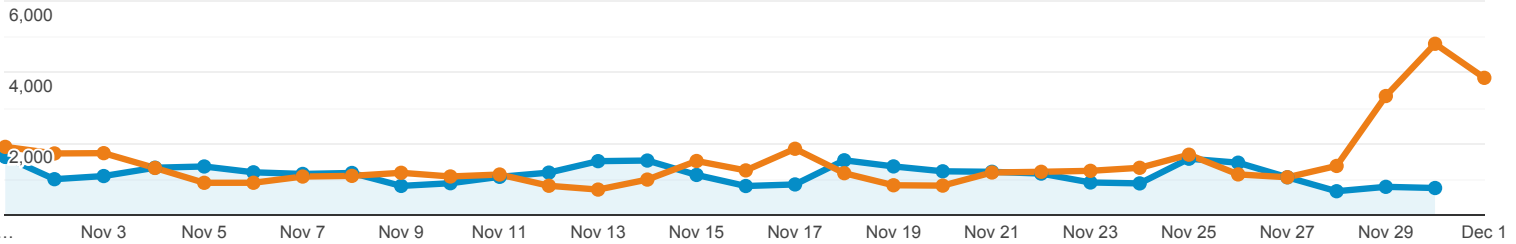
All Users  
+0.00% Users

Nov 1, 2019 - Nov 30, 2019  
Compare to: Oct 1, 2019 - Oct 31, 2019

Explorer

Summary

Nov 1, 2019 - Nov 30, 2019: ● Users  
Oct 1, 2019 - Oct 31, 2019: ● Users



Device Category	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	<b>26.88%</b> ↓ 25,937 vs 35,472	<b>28.01%</b> ↓ 23,348 vs 32,432	<b>24.86%</b> ↓ 37,984 vs 50,549	<b>1.48%</b> ↓ 72.69% vs 73.78%	<b>3.57%</b> ↑ 1.71 vs 1.65	<b>17.00%</b> ↑ 00:01:20 vs 00:01:09	<b>0.00%</b> 0.00% vs 0.00%	<b>0.00%</b> 0 vs 0	<b>0.00%</b> \$0.00 vs \$0.00
1. desktop									
Nov 1, 2019 - Nov 30, 20...	<b>12,761</b> (49.31%)	<b>11,498</b> (49.25%)	<b>19,931</b> (52.47%)	68.20%	1.87	00:01:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 1, 2019 - Oct 31, 2019	<b>15,340</b> (43.14%)	<b>14,125</b> (43.55%)	<b>23,870</b> (47.22%)	66.98%	1.86	00:01:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>-16.81%</b>	<b>-18.60%</b>	<b>-16.50%</b>	<b>1.83%</b>	<b>0.45%</b>	<b>10.24%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
2. mobile									
Nov 1, 2019 - Nov 30, 20...	<b>11,057</b> (42.73%)	<b>10,155</b> (43.49%)	<b>14,854</b> (39.11%)	79.46%	1.47	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 1, 2019 - Oct 31, 2019	<b>17,017</b> (47.86%)	<b>15,595</b> (48.09%)	<b>21,832</b> (43.19%)	81.90%	1.40	00:00:49	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>-35.02%</b>	<b>-34.88%</b>	<b>-31.96%</b>	<b>-2.98%</b>	<b>4.45%</b>	<b>21.85%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
3. tablet									
Nov 1, 2019 - Nov 30, 20...	<b>2,059</b> (7.96%)	<b>1,695</b> (7.26%)	<b>3,199</b> (8.42%)	69.21%	1.86	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
Oct 1, 2019 - Oct 31, 2019	<b>3,198</b> (8.99%)	<b>2,712</b> (8.36%)	<b>4,847</b> (9.59%)	70.74%	1.74	00:01:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
<b>% Change</b>	<b>-35.62%</b>	<b>-37.50%</b>	<b>-34.00%</b>	<b>-2.17%</b>	<b>6.97%</b>	<b>22.00%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

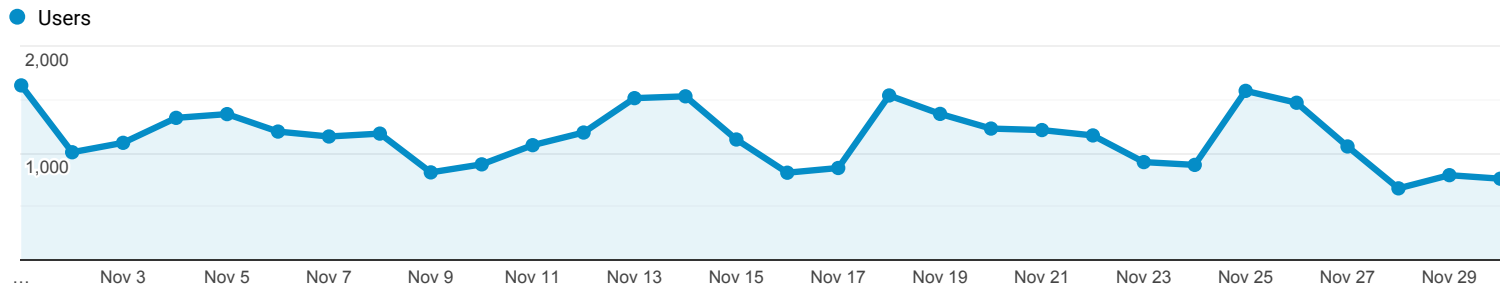
Rows 1 - 3 of 3

### Audience Overview

Nov 1, 2019 - Nov 30, 2019

All Users  
100.00% Users

Overview



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**25,937**

New Users  
**23,341**

Sessions  
**37,984**

Number of Sessions per User  
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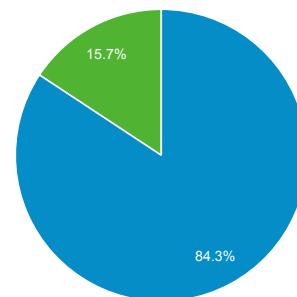
Pageviews  
**64,904**

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■ New Visitor ■ Returning Visitor



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## Acquisition Overview

All Users  
100.00% Users

Nov 1, 2019 - Nov 30, 2019

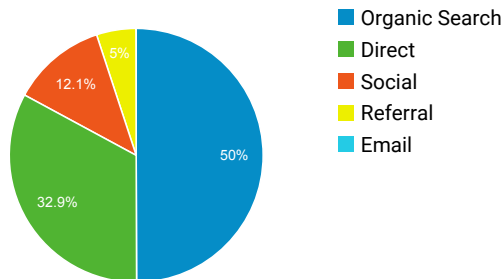
Primary Dimension:

Conversion:

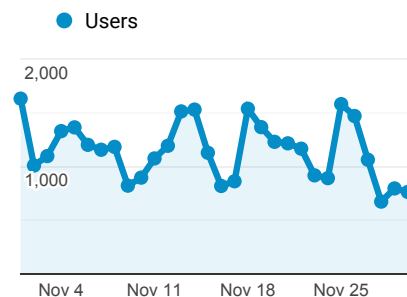
Top Channels ▾

All Goals ▾

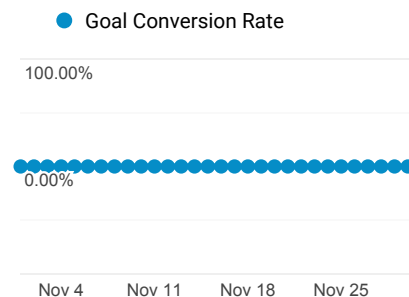
### Top Channels



### Users



### Conversions



### Acquisition

### Behavior

	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
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1 Organic Search	13,057	<div style="width: 56%;"></div>		74.70%	<div style="width: 78%;"></div>	
2 Direct	8,607	<div style="width: 33%;"></div>		66.41%	<div style="width: 66%;"></div>	
3 Social	3,153	<div style="width: 12%;"></div>		89.43%	<div style="width: 89%;"></div>	
4 Referral	1,313	<div style="width: 5%;"></div>		66.62%	<div style="width: 66%;"></div>	
5 Email	9	<div style="width: 0%;"></div>		66.67%	<div style="width: 66%;"></div>	

### Conversions



#### Set up a goal.

To see outcome metrics, define one or more goals.

[GET STARTED](#)

To see all 5 Channels click [here](#).

Overview

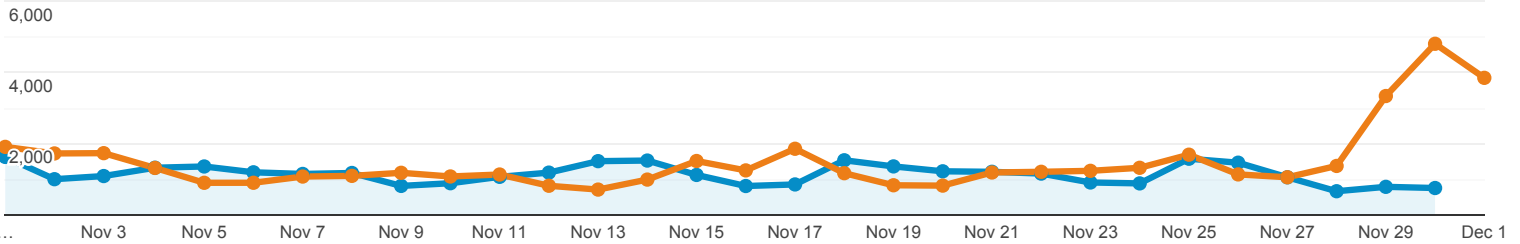
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100.00% Users

Nov 1, 2019 - Nov 30, 2019

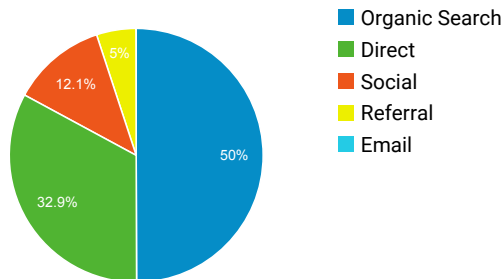
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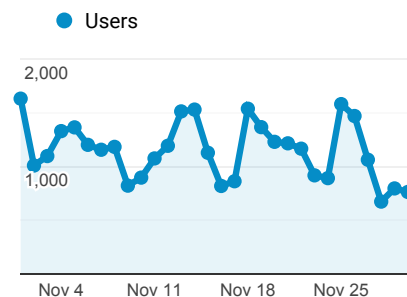
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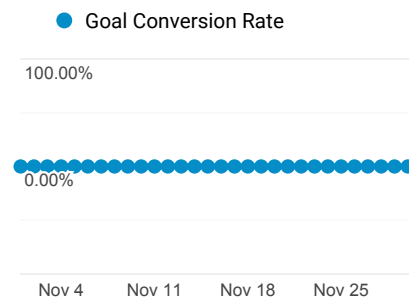
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### Acquisition

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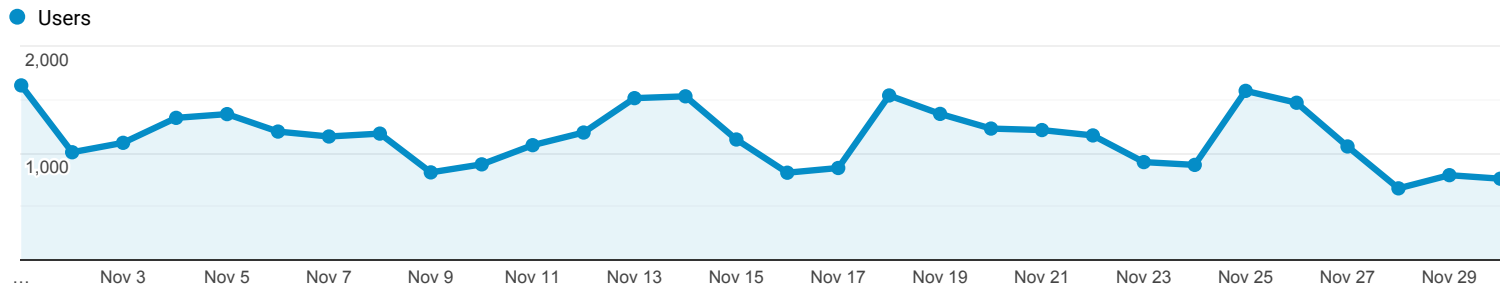


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**Overview**



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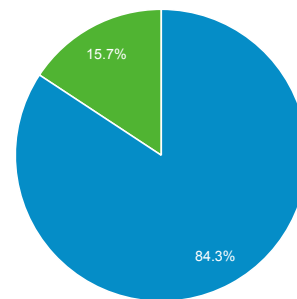
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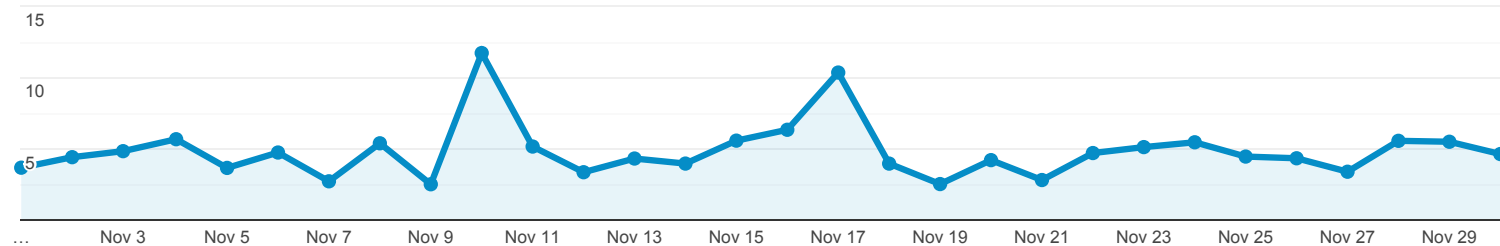
## Site Speed Overview

All Users  
100.00% Pageviews

Nov 1, 2019 - Nov 30, 2019

### Overview

Avg. Page Load Time (sec)



### 487 of pageviews sent page load sample

Avg. Page Load Time (sec)

4.52

Avg. Redirection Time (sec)

0.09

Avg. Domain Lookup Time (sec)

0.05

Avg. Server Connection Time (sec)

0.15

Avg. Server Response Time (sec)

0.22

Avg. Page Download Time (sec)

0.11

Browser	Avg. Page Load Time (sec)
1. Edge	2.65
2. Mozilla Compatible Agent	2.84
3. Safari	2.99
4. Samsung Internet	3.62
5. Chrome	4.42
6. Internet Explorer	6.69
7. Safari (in-app)	9.96
8. Firefox	15.72
9. Android Webview	16.56
10. Amazon Silk	16.78