



# December Web Traffic Report

## Audience Overview

- 37,401 Unique Visitors to the site up 44.2% from last month (87% New Visitors)
- 82,573 Site Pageviews (1.64 pages/session)
- 76.81% Bounce Rate meaning 76% of visitors arrive on site and leave after only viewing a single page *This could mean they find what they're looking for OR content is not engaging*

## Demographics Overview

- Highest user groups are 55-64 and 65+ years old (49%) *Continue creating content for this age group*
- Sharp increase in 25-34 yr olds visiting the site, up 6% from Nov *Check content creation and social media activity to see what drove this increase for this demographic.*

## Mobile vs Desktop

- 50% Desktop 40% Mobile Device 9% Tablet *Sharp mobile increase - probably related to 25-34yr old demographic increase*

## Acquisition Overview

- 27% is social media up from 12% in November *Check social media postings during this time. It did a great job generating traffic this month*

## Behavior Overview

- Most popular pages besides home page 23k page views, 28% of total site traffic
  - *Jimmy Kimmel Insults Christians* 6,985 pageviews, 8.46% of total site traffic
  - *Pelosi Defensively invokes her religion* 3,090 pageviews, 3% of total site traffic

## Site Speed

- Page load time is at 5.66 seconds 25% slower than Nov *This is very slow and needs to be addressed*

## Recommendations Overview

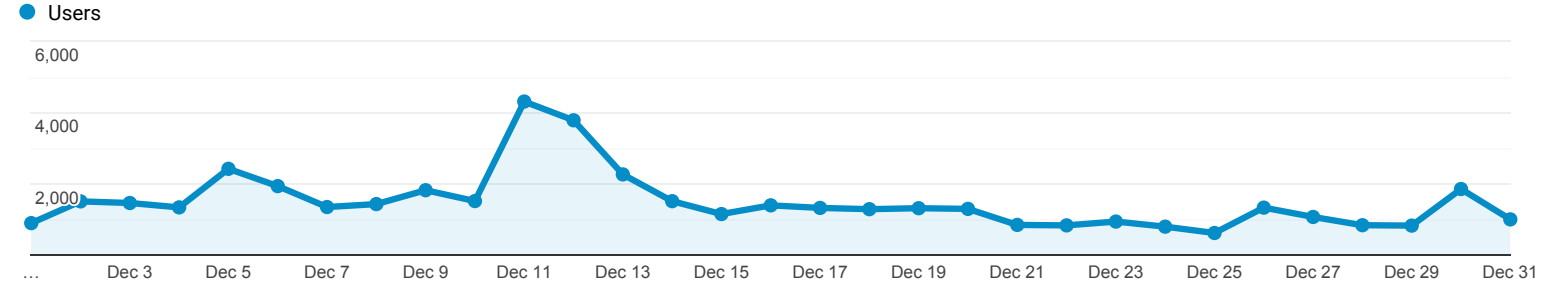
- Check content from Facebook and popular posts so you can double down on content that is engaging your audience
- Homepage should be optimized for faster page speeds and mobile devices

Audience Overview

Dec 1, 2019 - Dec 31, 2019

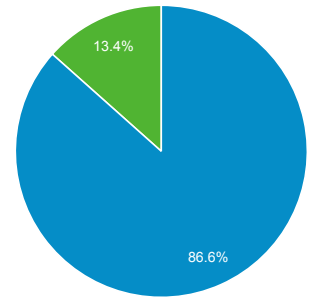
All Users  
100.00% Users

Overview



<b>Users</b> 37,401	<b>New Users</b> 34,206	<b>Sessions</b> 50,278
<b>Number of Sessions per User</b> 1.34	<b>Pageviews</b> 82,573	<b>Pages / Session</b> 1.64
<b>Avg. Session Duration</b> 00:01:11	<b>Bounce Rate</b> 76.81%	

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	34,292	92.03%
2. en-gb	1,007	2.70%
3. en-ca	508	1.36%
4. en-au	196	0.53%
5. es-es	88	0.24%
6. pt-br	81	0.22%
7. en-ie	78	0.21%
8. en	69	0.19%
9. it-it	63	0.17%
10. fr-fr	55	0.15%

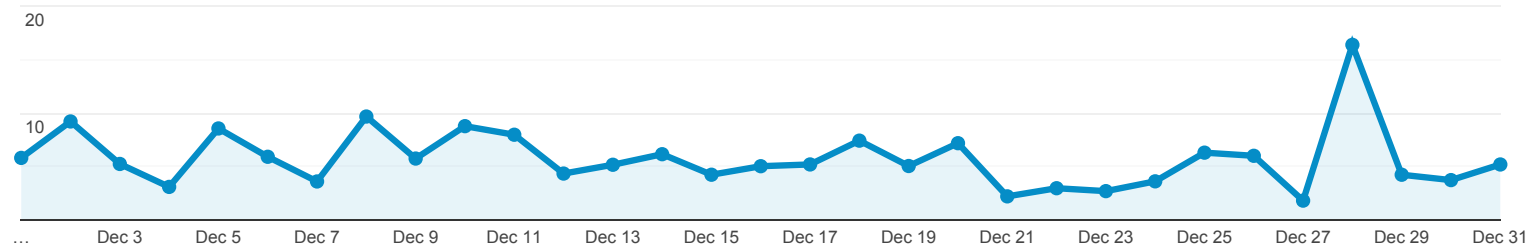
## Site Speed Overview

All Users  
100.00% Pageviews

Dec 1, 2019 - Dec 31, 2019

### Overview

Avg. Page Load Time (sec)



### 727 of pageviews sent page load sample

Avg. Page Load Time (sec)

5.66

Avg. Redirection Time (sec)

0.10

Avg. Domain Lookup Time (sec)

0.05

Avg. Server Connection Time (sec)

0.14

Avg. Server Response Time (sec)

0.17

Avg. Page Download Time (sec)

0.18

Browser	Avg. Page Load Time (sec)
1. Opera	2.14
2. Mozilla Compatible Agent	4.33
3. Safari	4.38
4. Edge	4.56
5. Chrome	5.16
6. Samsung Internet	5.29
7. Android Webview	6.84
8. Internet Explorer	7.18
9. Safari (in-app)	8.42
10. Amazon Silk	9.09

Overview

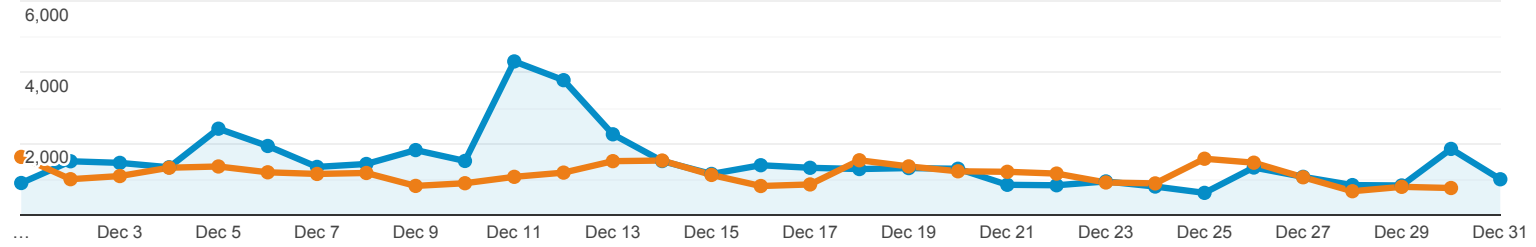
All Users +0.00% Users

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

Explorer

Summary

Dec 1, 2019 - Dec 31, 2019: ● Users  
Nov 1, 2019 - Nov 30, 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
	44.20% <span style="color: green;">▲</span> 37,401 vs 25,937	46.58% <span style="color: green;">▲</span> 34,223 vs 23,348	32.37% <span style="color: green;">▲</span> 50,278 vs 37,984	5.67% <span style="color: red;">▲</span> 76.81% vs 72.69%	3.89% <span style="color: red;">▼</span> 1.64 vs 1.71	12.02% <span style="color: red;">▼</span> 00:01:11 vs 00:01:20	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. mobile									
Dec 1, 2019 - Dec 31, 20...	19,043 (50.98%)	17,826 (52.09%)	23,581 (46.90%)	83.70%	1.39	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
Nov 1, 2019 - Nov 30, 20...	11,057 (42.73%)	10,155 (43.49%)	14,854 (39.11%)	79.46%	1.47	00:00:59	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	72.23%	75.54%	58.75%	5.34%	-5.04%	-25.69%	0.00%	0.00%	0.00%
2. desktop									
Dec 1, 2019 - Dec 31, 20...	14,941 (40.00%)	13,487 (39.41%)	22,028 (43.81%)	69.38%	1.91	00:01:41	0.00%	0 (0.00%)	\$0.00 (0.00%)
Nov 1, 2019 - Nov 30, 20...	12,761 (49.31%)	11,498 (49.25%)	19,931 (52.47%)	68.20%	1.87	00:01:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	17.08%	17.30%	10.52%	1.74%	2.47%	8.70%	0.00%	0.00%	0.00%
3. tablet									
Dec 1, 2019 - Dec 31, 20...	3,373 (9.03%)	2,910 (8.50%)	4,669 (9.29%)	77.02%	1.64	00:01:02	0.00%	0 (0.00%)	\$0.00 (0.00%)
Nov 1, 2019 - Nov 30, 20...	2,059 (7.96%)	1,695 (7.26%)	3,199 (8.42%)	69.21%	1.86	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	63.82%	71.68%	45.95%	11.28%	-12.03%	-37.68%	0.00%	0.00%	0.00%

Rows 1 - 3 of 3

### Acquisition Overview

Dec 1, 2019 - Dec 31, 2019

**All Users**  
100.00% Users

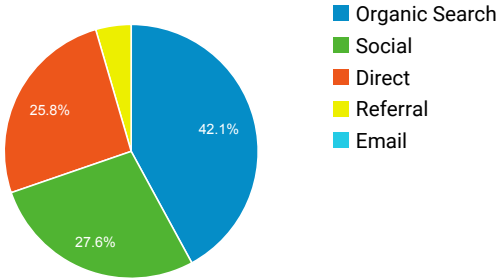
Primary Dimension:

Conversion:

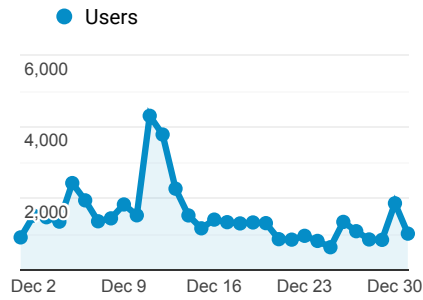
Top Channels ▾

All Goals ▾

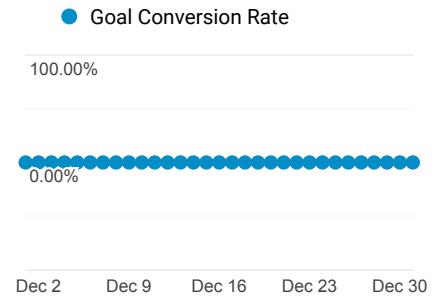
#### Top Channels



#### Users



#### Conversions



#### Acquisition

#### Behavior

	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	37,401	34,206	50,278	76.81%	1.64	00:01:11
1 Organic Search	15,744	<div style="width: 42.1%;"></div>		76.23%	<div style="width: 42.1%;"></div>	
2 Social	10,346	<div style="width: 27.6%;"></div>		92.71%	<div style="width: 27.6%;"></div>	
3 Direct	9,640	<div style="width: 25.8%;"></div>		66.57%	<div style="width: 25.8%;"></div>	
4 Referral	1,688	<div style="width: 4.5%;"></div>		69.95%	<div style="width: 4.5%;"></div>	
5 Email	2	<div style="width: 0.005%;"></div>		33.33%	<div style="width: 0.005%;"></div>	

#### Conversions



#### Set up a goal.

To see outcome metrics, define one or more goals.

[GET STARTED](#)

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

### Demographics: Overview

**All Users**  
100.00% Users

Dec 1, 2019 - Dec 31, 2019

Key Metric:

