



January Web Traffic Report

Audience Overview

- 27,915 Unique Visitors to the site down 25.36% from last month *Usual from Dec-Jan*
- 74,074 Site Pageviews (1.76 pages/session)
- 72.86% Bounce Rate (Down 5% which is good) *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*
- Increase in 25-34 yr olds visiting the site continues *Check content creation and social media activity to see what drove this increase for this demographic.*

Mobile vs Desktop

- Desktop usages slightly more than mobile 46% vs 45% *Continue to invest in mobile site optimization*

Acquisition Overview

- Social media down from December, Direct Traffic up 5% *Check digital and in print assets that led to direct traffic*

Behavior Overview

- Most popular pages besides home page 24k page views, 33% of total site traffic
 - *Seth Meyers likes neo nazis* 1,425 pageviews, 1.9% of total site traffic
 - *Playing favorites with two popes* 1,622 pageviews, 2% of total site traffic


Site Speed

- Page load time is still slow, 5s+ *This is very slow and needs to be addressed*

Recommendations Overview

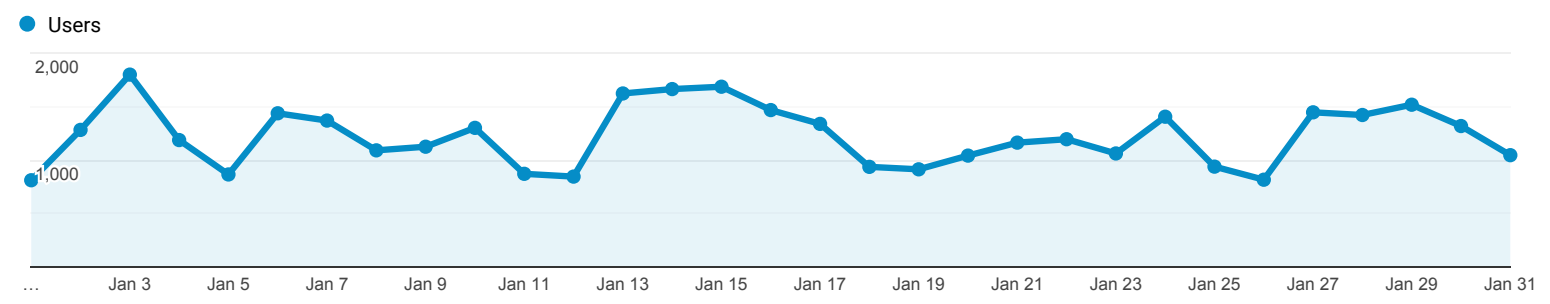
- Check content from Facebook and popular posts so you can double down on content that is engaging your audience
- Homepage should be optimized for faster page speeds and mobile devices

Audience Overview

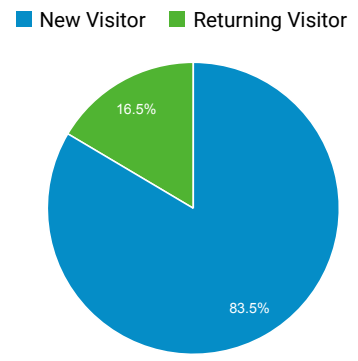

All Users
 100.00% Users

Jan 1, 2020 - Jan 31, 2020

Overview



Users 27,915	New Users 24,848	Sessions 42,102
Number of Sessions per User 1.51	Pageviews 74,074	Pages / Session 1.76
Avg. Session Duration 00:01:25	Bounce Rate 72.86%	



Language	Users	% Users
1. en-us	24,946	89.23%
2. en-gb	1,195	4.27%
3. en-ca	348	1.24%
4. en-au	230	0.82%
5. en-ie	77	0.28%
6. zh-cn	69	0.25%
7. es-es	65	0.23%
8. de-de	58	0.21%
9. pt-br	52	0.19%
10. it-it	49	0.18%

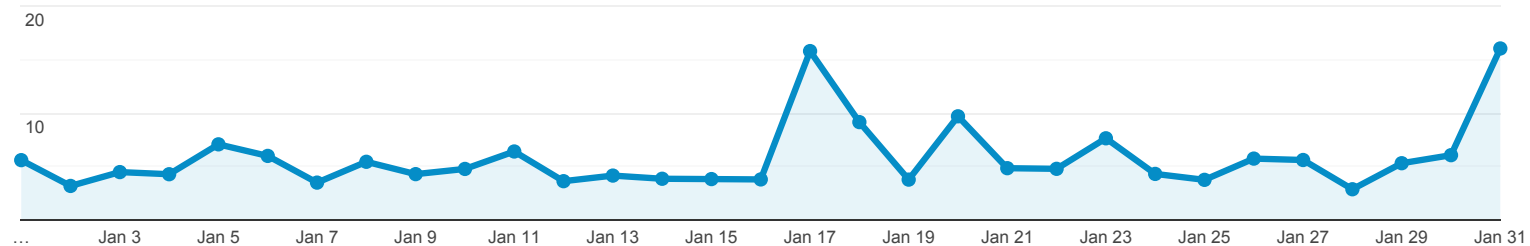
Site Speed Overview

All Users
100.00% Pageviews

Jan 1, 2020 - Jan 31, 2020

Overview

Avg. Page Load Time (sec)



620 of pageviews sent page load sample

Avg. Page Load Time (sec)

5.65

Avg. Redirection Time (sec)

0.07

Avg. Domain Lookup Time (sec)

0.07

Avg. Server Connection Time (sec)

0.13

Avg. Server Response Time (sec)

0.18

Avg. Page Download Time (sec)

0.07

Browser	Avg. Page Load Time (sec)
1. Samsung Internet	2.44
2. Amazon Silk	3.43
3. Edge	4.93
4. Internet Explorer	5.19
5. Safari	5.46
6. Chrome	5.73
7. Firefox	6.94
8. Safari (in-app)	7.83
9. Android Webview	10.91

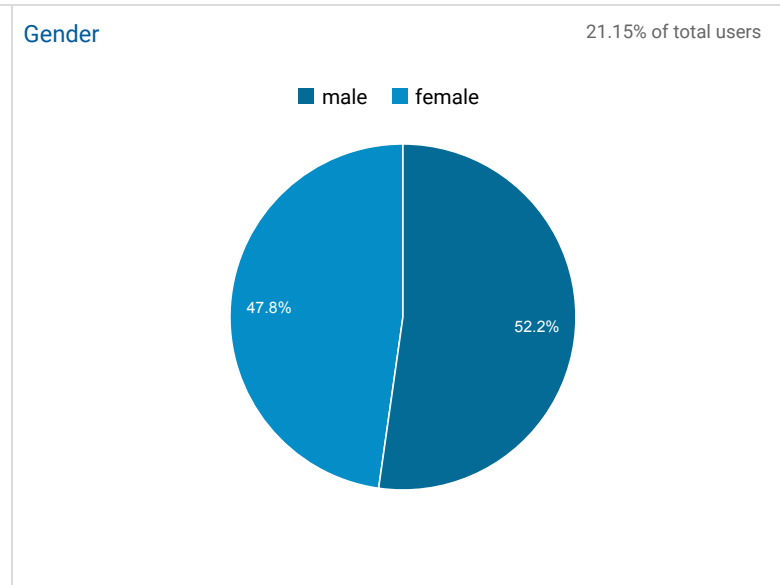
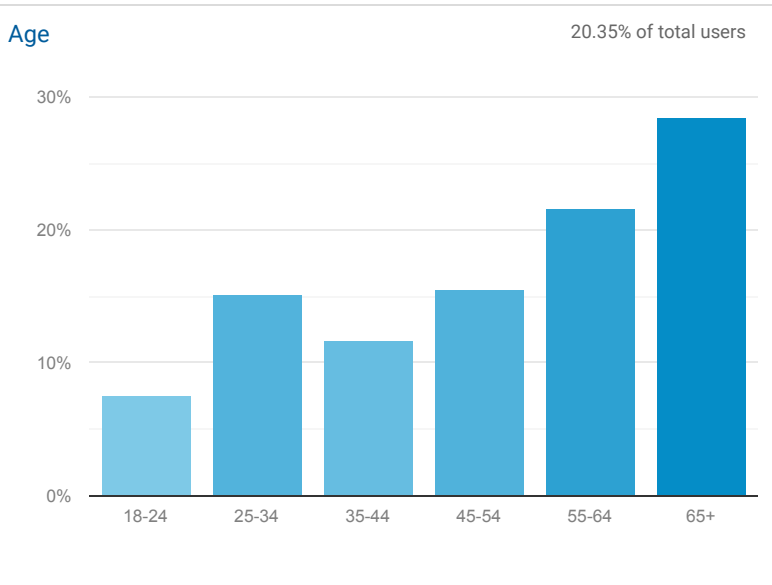


Demographics: Overview

All Users
100.00% Users

Jan 1, 2020 - Jan 31, 2020

Key Metric:



Acquisition Overview

Jan 1, 2020 - Jan 31, 2020

All Users
100.00% Users

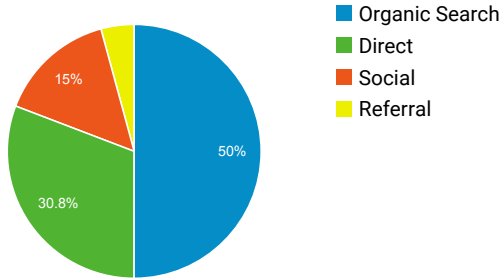
Primary Dimension:

Conversion:

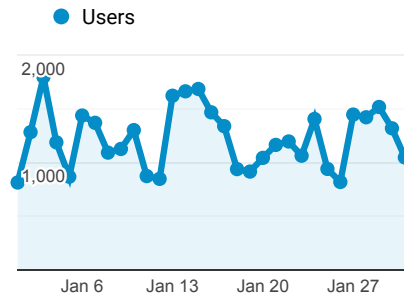
Top Channels

All Goals

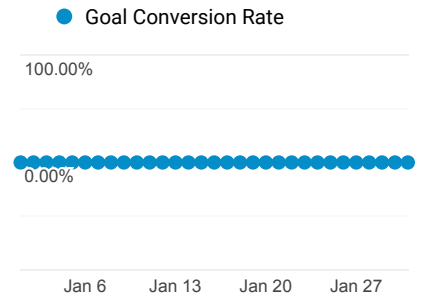
Top Channels



Users



Conversions



Acquisition

Behavior

	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	27,915	24,848	42,102	72.86%	1.76	00:01:25
1 Organic Search	13,938			75.10%		
2 Direct	8,581			64.10%		
3 Social	4,171			91.38%		
4 Referral	1,178			60.80%		

Conversions



Set up a goal.

To see outcome metrics, define one or more goals.

GET STARTED

To see all 4 Channels click [here](#).

Overview

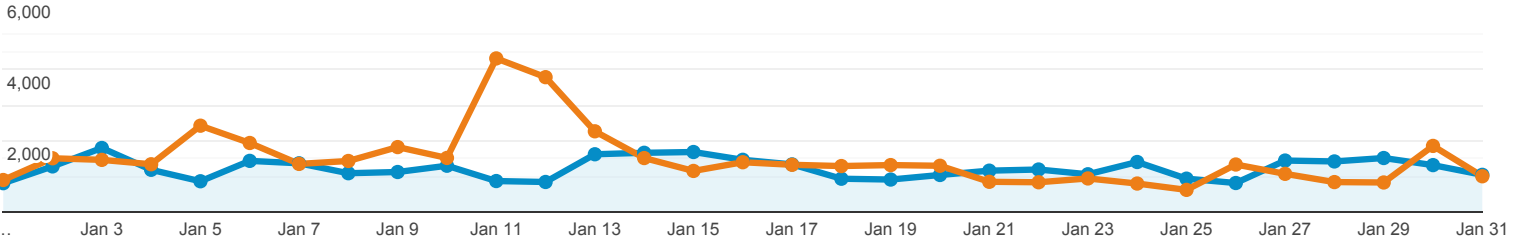
All Users +0.00% Users

Jan 1, 2020 - Jan 31, 2020
Compare to: Dec 1, 2019 - Dec 31, 2019

Explorer

Summary

Jan 1, 2020 - Jan 31, 2020: ● Users
Dec 1, 2019 - Dec 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
	25.36% ↓ 27,915 vs 37,401	27.35% ↓ 24,862 vs 34,223	16.26% ↓ 42,102 vs 50,278	5.14% ↓ 72.86% vs 76.81%	7.13% ↑ 1.76 vs 1.64	21.10% ↑ 00:01:25 vs 00:01:11	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. desktop									
Jan 1, 2020 - Jan 31, 20...	13,016 (46.68%)	11,564 (46.51%)	21,006 (49.89%)	66.27%	2.02	00:01:56	0.00%	0 (0.00%)	\$0.00 (0.00%)
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%)
% Change	-12.88%	-14.26%	-4.64%	-4.49%	5.69%	15.06%	0.00%	0.00%	0.00%
2. mobile									
Jan 1, 2020 - Jan 31, 20...	12,696 (45.53%)	11,567 (46.52%)	17,627 (41.87%)	80.98%	1.44	00:00:51	0.00%	0 (0.00%)	\$0.00 (0.00%)
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%)
% Change	-33.33%	-35.11%	-25.25%	-3.26%	3.76%	15.50%	0.00%	0.00%	0.00%
3. tablet									
Jan 1, 2020 - Jan 31, 20...	2,171 (7.79%)	1,731 (6.96%)	3,469 (8.24%)	71.52%	1.78	00:01:17	0.00%	0 (0.00%)	\$0.00 (0.00%)
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%)
% Change	-35.64%	-40.52%	-25.70%	-7.14%	8.78%	23.72%	0.00%	0.00%	0.00%

Rows 1 - 3 of 3

Acquisition Overview

Jan 1, 2020 - Jan 31, 2020

All Users
100.00% Users

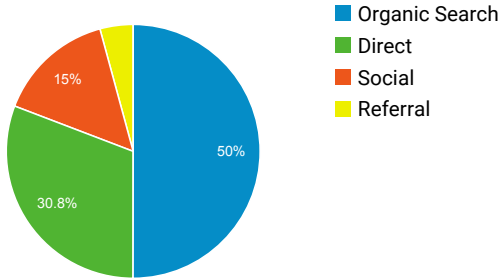
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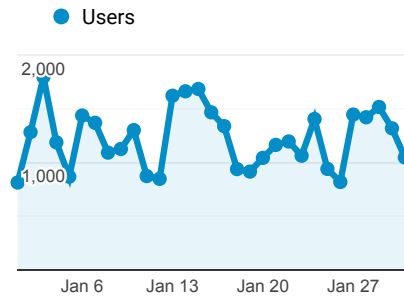
Top Channels ▾

All Goals ▾

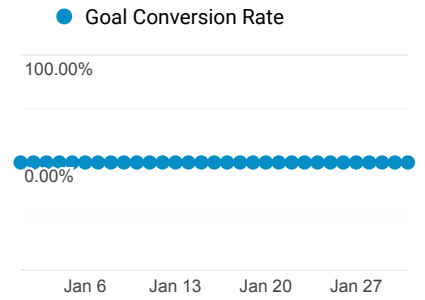
Top Channels



Users



Conversions



Acquisition

Behavior

	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
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Conversions



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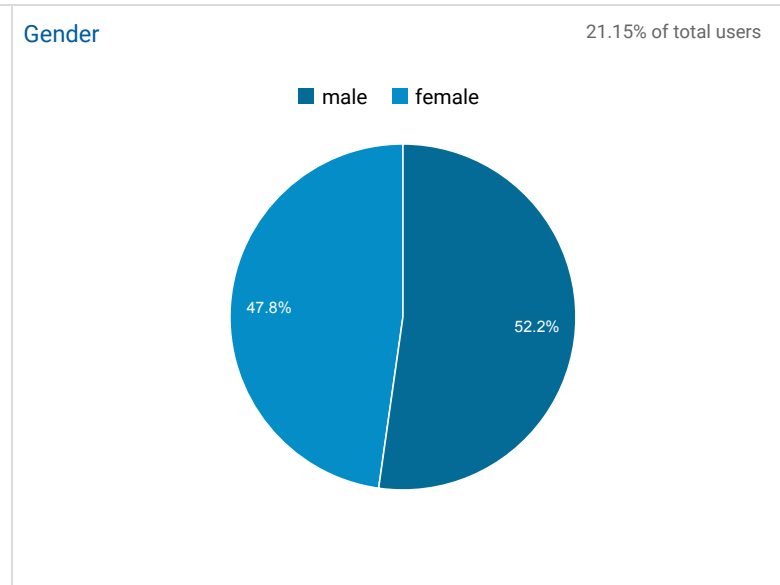
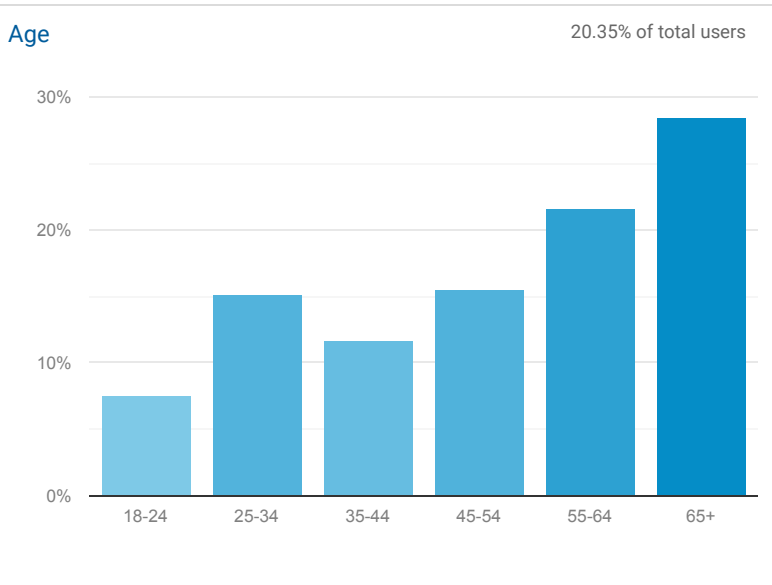


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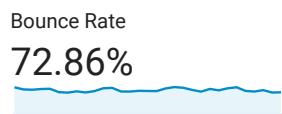
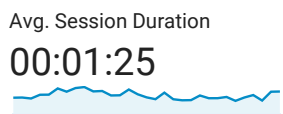
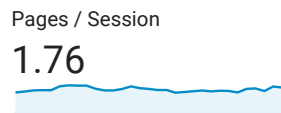
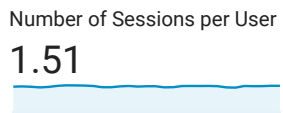
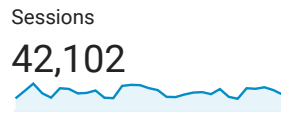
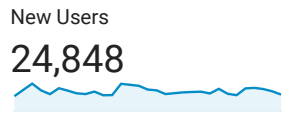
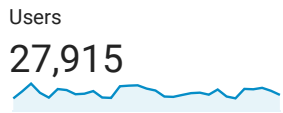
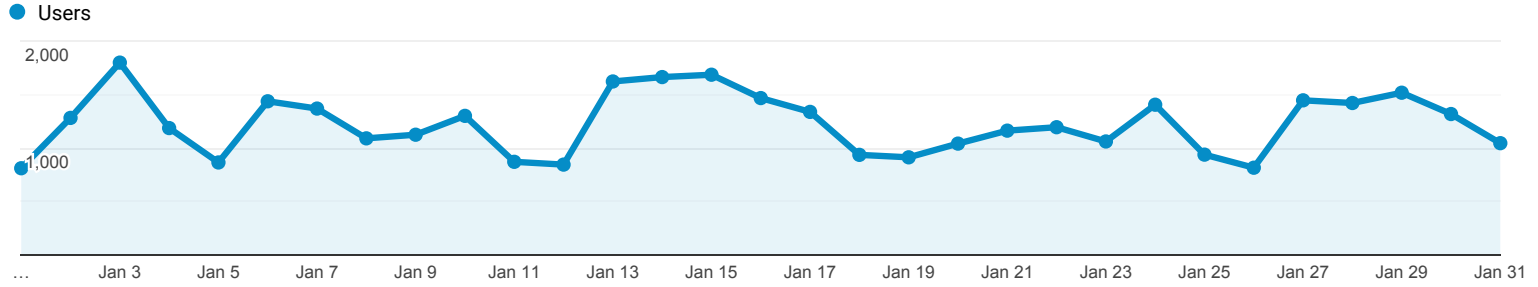


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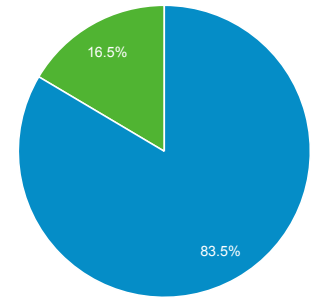
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Overview



New Visitor **Returning Visitor**



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