

# February Web Traffic Report

## Audience Overview

- 25,505 Unique Visitors to the site down 8.63% from last month *Usual for time of year*
- 64,186 Site Pageviews Down 13.35% (1.76 pages/session)
- 72.80% Bounce Rate (Down .08% 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 3rd month straight! *Check content creation and social media activity to see what drove this increase for this demographic.*

## Browser & OS

- Windows 34%, iOS 32%, Android 20%, Mac 11% *Consider mobile devices are primary tools for consuming your content, although Windows desktop is #1 operating system for viewers*

## Acquisition Overview

- Social media down from January, Direct Traffic down too *Facebook continues to dominate 82%, Reddit providing 2.85% traffic, possible channel worth investigating*

## Behavior Overview

- Most popular pages besides home page 21k page views, 34% of total site traffic
  - *Pope Brands Transgenders Theory Evil* 1,570 pageviews, 2.45% of total site traffic
  - *Latest News Page* 1,496 pageviews, 2.3% of total site traffic

## Site Speed

- Site is scoring 5 out of 100 from Google PageSpeed Insights *Consider soliciting Kickstarter Site Optimization Services*

## Recommendations Overview

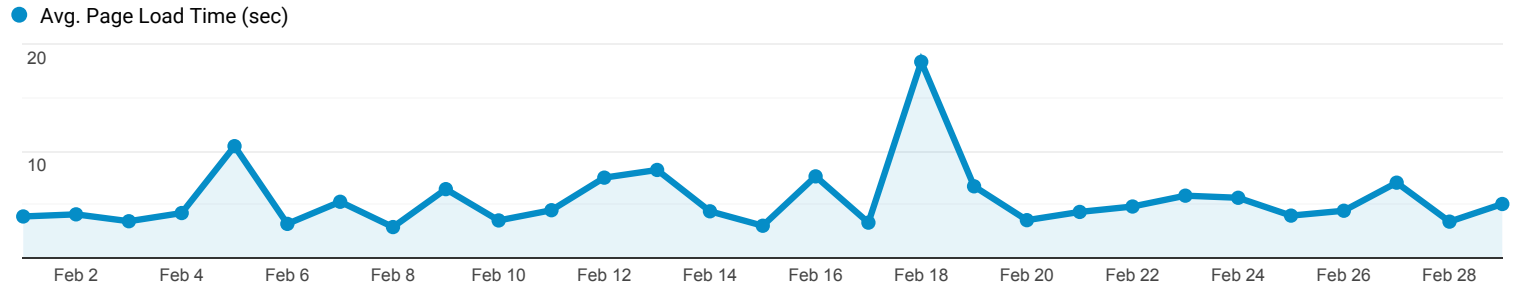
- Consider your Demographic when choosing content and HOW you present content
- Ask about Kickstarter Site Optimization Services since PageSpeed impacts SEO

## Site Speed Overview

All Users  
100.00% Pageviews

Feb 1, 2020 - Feb 29, 2020

### Overview



### 582 of pageviews sent page load sample

Avg. Page Load Time (sec)

5.41

Avg. Redirection Time (sec)

0.17

Avg. Domain Lookup Time (sec)

0.05

Avg. Server Connection Time (sec)

0.16

Avg. Server Response Time (sec)

0.21

Avg. Page Download Time (sec)

0.09

| Browser               | Avg. Page Load Time (sec) |
|-----------------------|---------------------------|
| 1. Safari (in-app)    | 2.94                      |
| 2. Firefox            | 2.97                      |
| 3. Edge               | 3.32                      |
| 4. Amazon Silk        | 3.70                      |
| 5. Android Webview    | 4.99                      |
| 6. Chrome             | 5.75                      |
| 7. Safari             | 5.79                      |
| 8. Samsung Internet   | 7.07                      |
| 9. Internet Explorer  | 7.87                      |
| 10. DDG-Android-3.1.0 | 33.19                     |

Overview

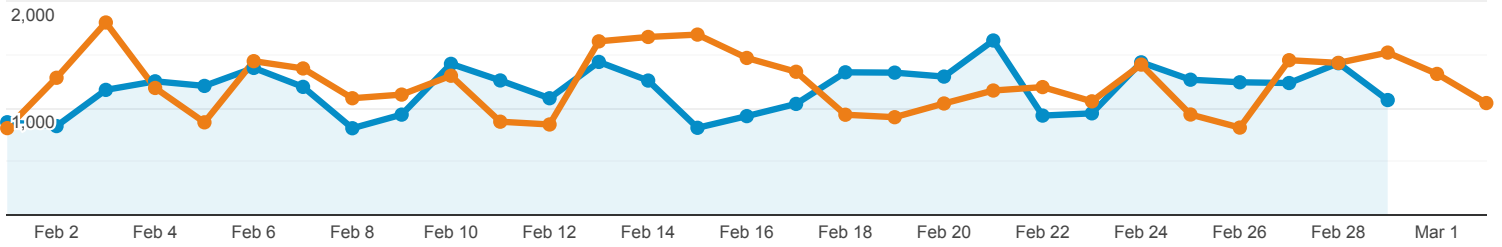
All Users +0.00% Users

Feb 1, 2020 - Feb 29, 2020  
Compare to: Jan 1, 2020 - Jan 31, 2020

Explorer

Summary

Feb 1, 2020 - Feb 29, 2020: Users  
Jan 1, 2020 - Jan 31, 2020: Users



| Device Category             | Acquisition                 |                             |                              | Behavior                    |                         |                                 | Conversions             |                  |                           |
|-----------------------------|-----------------------------|-----------------------------|------------------------------|-----------------------------|-------------------------|---------------------------------|-------------------------|------------------|---------------------------|
|                             | Users                       | New Users                   | Sessions                     | Bounce Rate                 | Pages / Session         | Avg. Session Duration           | Goal Conversion Rate    | Goal Completions | Goal Value                |
|                             | 8.63% ↓<br>25,505 vs 27,915 | 7.00% ↓<br>23,122 vs 24,862 | 10.43% ↓<br>37,711 vs 42,102 | 0.08% ↓<br>72.80% vs 72.86% | 3.26% ↓<br>1.70 vs 1.76 | 0.69% ↓<br>00:01:25 vs 00:01:25 | 0.00%<br>0.00% vs 0.00% | 0.00%<br>0 vs 0  | 0.00%<br>\$0.00 vs \$0.00 |
| 1. desktop                  |                             |                             |                              |                             |                         |                                 |                         |                  |                           |
| Feb 1, 2020 - Feb 29, 20... | 12,021<br>(47.40%)          | 10,946<br>(47.34%)          | 19,481<br>(51.66%)           | 67.35%                      | 1.88                    | 00:01:48                        | 0.00%                   | 0<br>(0.00%)     | \$0.00<br>(0.00%)         |
| Jan 1, 2020 - Jan 31, 20... | 13,016<br>(46.68%)          | 11,564<br>(46.51%)          | 21,006<br>(49.89%)           | 66.27%                      | 2.02                    | 00:01:56                        | 0.00%                   | 0<br>(0.00%)     | \$0.00<br>(0.00%)         |
| % Change                    | -7.64%                      | -5.34%                      | -7.26%                       | 1.64%                       | -6.82%                  | -6.81%                          | 0.00%                   | 0.00%            | 0.00%                     |
| 2. mobile                   |                             |                             |                              |                             |                         |                                 |                         |                  |                           |
| Feb 1, 2020 - Feb 29, 20... | 11,600<br>(45.74%)          | 10,738<br>(46.44%)          | 15,486<br>(41.06%)           | 80.30%                      | 1.45                    | 00:00:53                        | 0.00%                   | 0<br>(0.00%)     | \$0.00<br>(0.00%)         |
| Jan 1, 2020 - Jan 31, 20... | 12,696<br>(45.53%)          | 11,567<br>(46.52%)          | 17,627<br>(41.87%)           | 80.98%                      | 1.44                    | 00:00:51                        | 0.00%                   | 0<br>(0.00%)     | \$0.00<br>(0.00%)         |
| % Change                    | -8.63%                      | -7.17%                      | -12.15%                      | -0.83%                      | 0.40%                   | 4.17%                           | 0.00%                   | 0.00%            | 0.00%                     |
| 3. tablet                   |                             |                             |                              |                             |                         |                                 |                         |                  |                           |
| Feb 1, 2020 - Feb 29, 20... | 1,739<br>(6.86%)            | 1,438<br>(6.22%)            | 2,744<br>(7.28%)             | 69.17%                      | 1.84                    | 00:01:40                        | 0.00%                   | 0<br>(0.00%)     | \$0.00<br>(0.00%)         |
| Jan 1, 2020 - Jan 31, 20... | 2,171<br>(7.79%)            | 1,731<br>(6.96%)            | 3,469<br>(8.24%)             | 71.52%                      | 1.78                    | 00:01:17                        | 0.00%                   | 0<br>(0.00%)     | \$0.00<br>(0.00%)         |
| % Change                    | -19.90%                     | -16.93%                     | -20.90%                      | -3.29%                      | 3.50%                   | 30.63%                          | 0.00%                   | 0.00%            | 0.00%                     |

Rows 1 - 3 of 3

## Acquisition Overview

Feb 1, 2020 - Feb 29, 2020

All Users  
100.00% Users

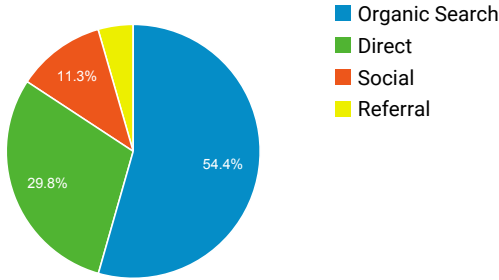
Primary Dimension:

Conversion:

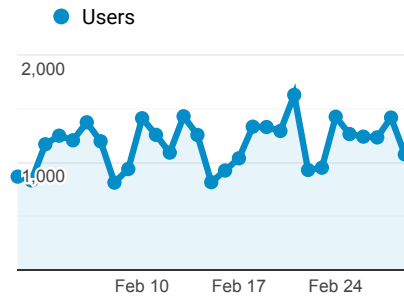
Top Channels ▾

All Goals ▾

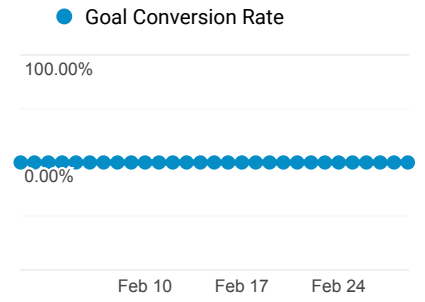
### Top Channels



### Users



### Conversions



### Acquisition

### Behavior

|                  | Users ↓ | New Users ↓                     | Sessions ↓ | Bounce Rate ↓ | Pages / Session ↓               | Avg. Session Duration ↓ |
|------------------|---------|---------------------------------|------------|---------------|---------------------------------|-------------------------|
|                  | 25,505  | 23,110                          | 37,711     | 72.80%        | 1.70                            | 00:01:25                |
| 1 Organic Search | 13,865  | <div style="width: 58%;"></div> |            | 76.67%        | <div style="width: 76%;"></div> |                         |
| 2 Direct         | 7,598   | <div style="width: 30%;"></div> |            | 63.93%        | <div style="width: 64%;"></div> |                         |
| 3 Social         | 2,875   | <div style="width: 10%;"></div> |            | 89.46%        | <div style="width: 90%;"></div> |                         |
| 4 Referral       | 1,138   | <div style="width: 5%;"></div>  |            | 65.47%        | <div style="width: 65%;"></div> |                         |

### Conversions




#### Set up a goal.

To see outcome metrics, define one or more goals.

GET STARTED

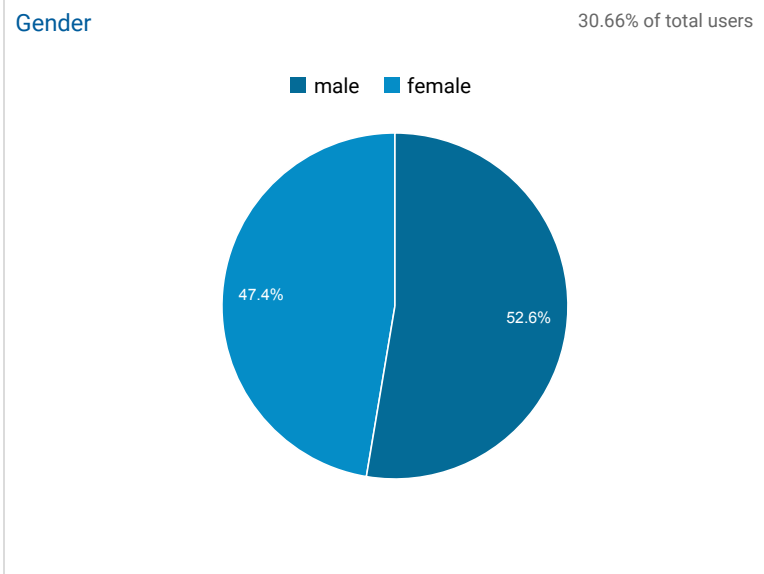
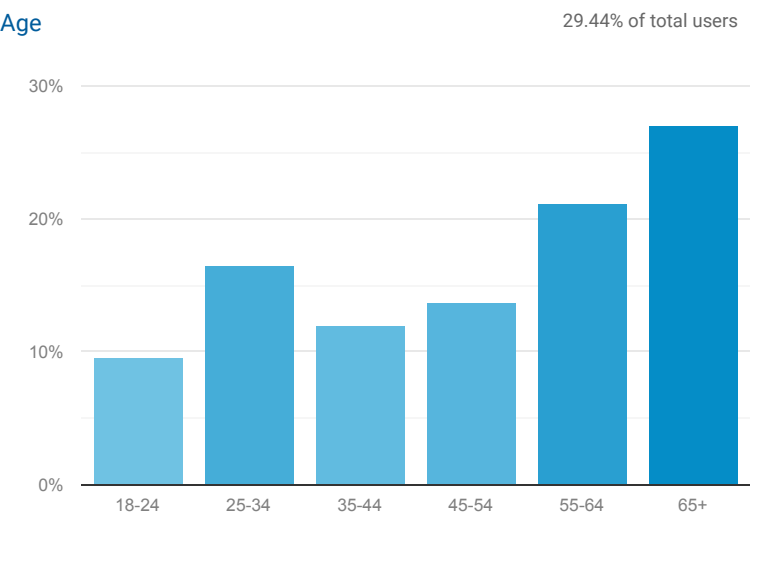
To see all 4 Channels click [here](#).

Demographics: Overview

 All Users  
100.00% Users

Feb 1, 2020 - Feb 29, 2020

Key Metric:

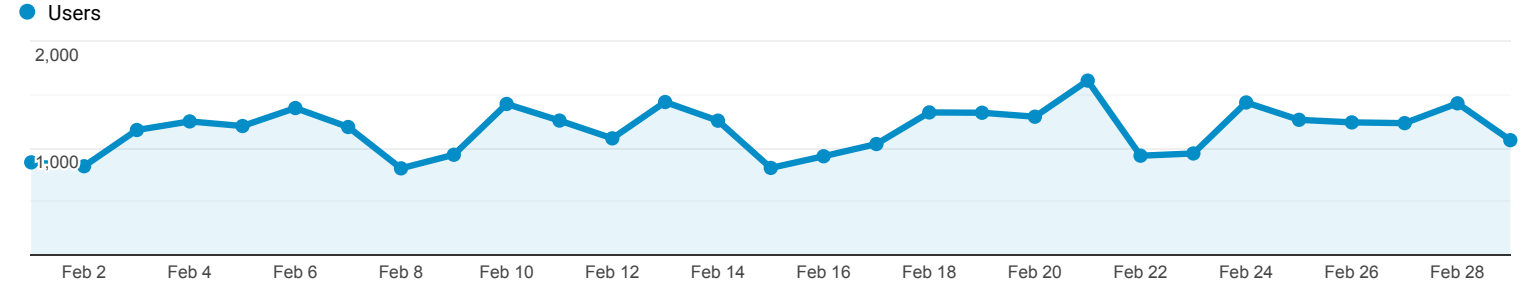


**Audience Overview**

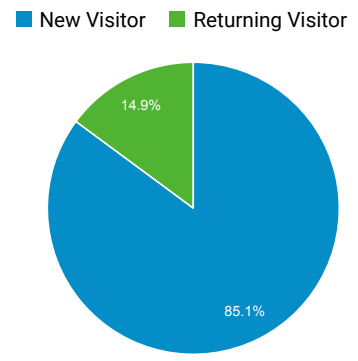
Feb 1, 2020 - Feb 29, 2020

All Users  
100.00% Users

**Overview**



|  |                              |                                |
|--|------------------------------|--------------------------------|
| <b>Users</b><br>25,505                     | <b>New Users</b><br>23,110   | <b>Sessions</b><br>37,711      |
| <b>Number of Sessions per User</b><br>1.48 | <b>Pageviews</b><br>64,186   | <b>Pages / Session</b><br>1.70 |
| <b>Avg. Session Duration</b><br>00:01:25   | <b>Bounce Rate</b><br>72.80% |                                |



| Language  | Users  | % Users |
|-----------|--------|---------|
| 1. en-us  | 22,728 | 89.24%  |
| 2. en-gb  | 995    | 3.91%   |
| 3. en-ca  | 360    | 1.41%   |
| 4. en-au  | 187    | 0.73%   |
| 5. zh-cn  | 89     | 0.35%   |
| 6. en-ie  | 66     | 0.26%   |
| 7. en     | 64     | 0.25%   |
| 8. pt-br  | 64     | 0.25%   |
| 9. es-es  | 61     | 0.24%   |
| 10. de-de | 54     | 0.21%   |