



March Web Traffic Report

Audience Overview

- Unique Visitors & Page Views continue to go down *Consider creating content and sharing via social media to get more eyeballs on your site*
- Average 1k visitors per day
- 69.63% Bounce Rate (Down 4.37% which is good) *Downward trend shows you are creating "stickier" content to keep visitors engaged!*

Demographics Overview

- Top States where users are from: CA, NY, TX, PA, FL *Consider creating content for these audiences*

Browser & OS

- iOS 34%, Windows 27%, Android 20%, Mac 12% *iOS now leading browser - optimize site for mobile consumption*

Acquisition Overview

- Organic search up to 55% *Consider search terms that may be relevant and expediate results by leaning into GoogleAdword marketing*

Behavior Overview

- Most popular pages besides home page 18k page views, 33% of total site traffic
 - *Request to Reprimand Rep Tlaib* 1,665 pageviews, 3% of total site traffic
 - *Is AOC Catholic* 1,382 pageviews, 2.49% 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

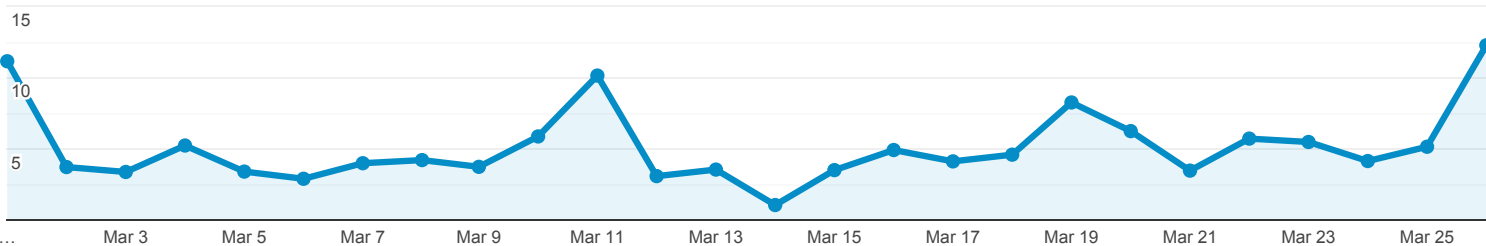
Site Speed Overview

All Users
100.00% Pageviews

Mar 1, 2020 - Mar 26, 2020

Overview

Avg. Page Load Time (sec)



422 of pageviews sent page load sample

Avg. Page Load Time (sec)

4.88

Avg. Redirection Time (sec)

0.09

Avg. Domain Lookup Time (sec)

0.08

Avg. Server Connection Time (sec)

0.13

Avg. Server Response Time (sec)

0.25

Avg. Page Download Time (sec)

0.10

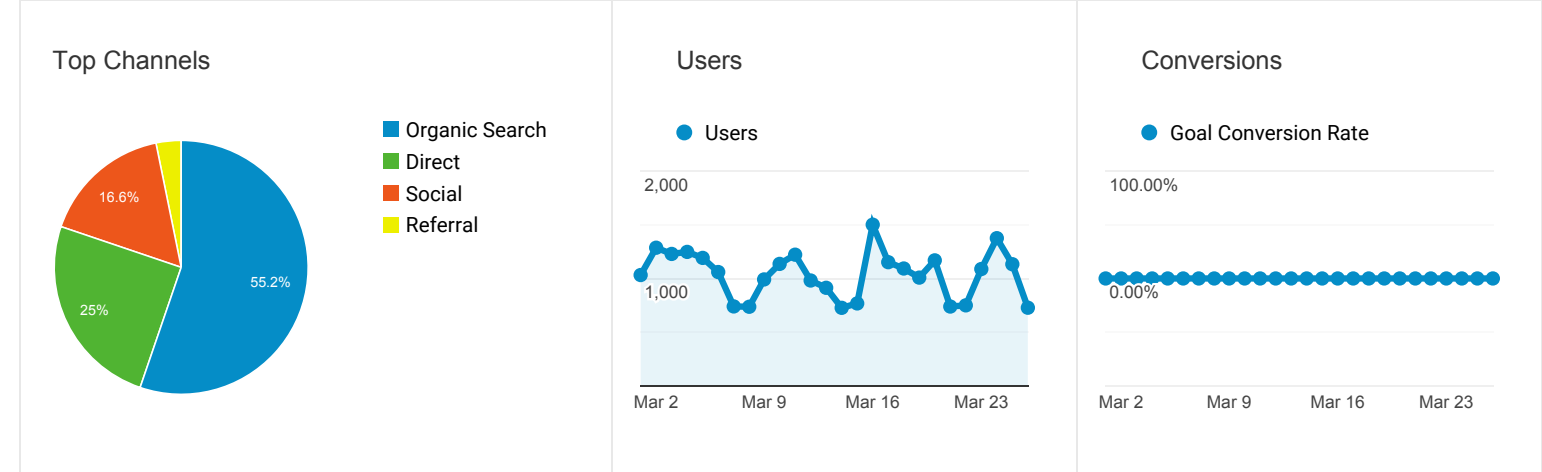
Browser	Avg. Page Load Time (sec)
1. Safari (in-app)	2.59
2. Amazon Silk	2.64
3. Edge	3.88
4. Chrome	4.43
5. Safari	5.52
6. Firefox	5.66
7. Android Webview	6.49
8. Internet Explorer	8.17
9. liip	8.54
10. Opera	8.81

Acquisition Overview

All Users
100.00% Users

Mar 1, 2020 - Mar 26, 2020

Primary Dimension: **Top Channels** | Conversion: **All Goals**



	Acquisition			Behavior		
	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	19,343	17,261	30,368	69.67%	1.81	00:01:29
1 Organic Search	10,829	<div style="width: 61%;"></div>		75.36%	<div style="width: 75%;"></div>	
2 Direct	4,892	<div style="width: 28%;"></div>		55.36%	<div style="width: 55%;"></div>	
3 Social	3,255	<div style="width: 17%;"></div>		88.86%	<div style="width: 89%;"></div>	
4 Referral	626	<div style="width: 3%;"></div>		58.99%	<div style="width: 59%;"></div>	

Conversions

Set up a goal.
To see outcome metrics, define one or more goals.

[GET STARTED](#)

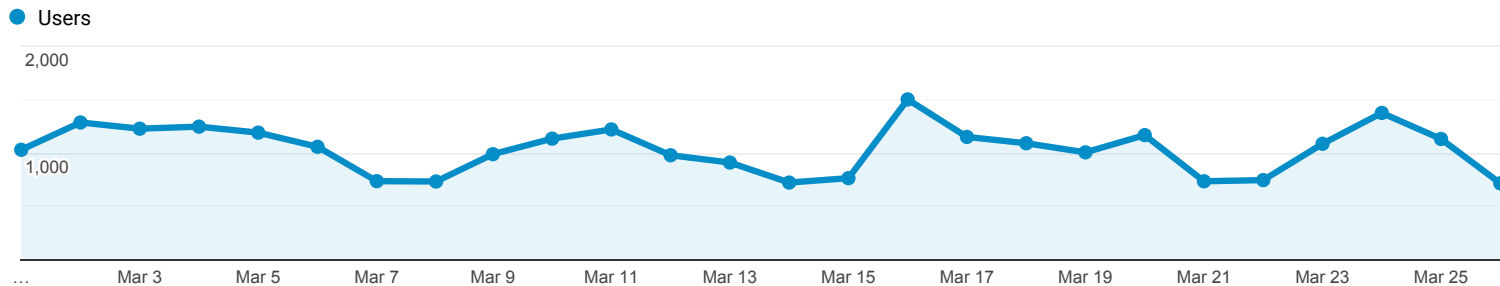
To see all 4 Channels click [here](#).

Audience Overview

Mar 1, 2020 - Mar 26, 2020

All Users
100.00% Users

Overview



Users
19,340

New Users
17,258

Sessions
30,357

Number of Sessions per User
1.57

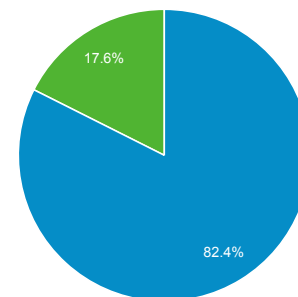
Pageviews
54,913

Pages / Session
1.81

Avg. Session Duration
00:01:29

Bounce Rate
69.67%

■ New Visitor ■ Returning Visitor



Language	Users	% Users
1. en-us	17,171	88.60%
2. en-gb	782	4.03%
3. en-ca	309	1.59%
4. en-au	149	0.77%
5. en	70	0.36%
6. fr-fr	56	0.29%
7. zh-cn	52	0.27%
8. pt-br	49	0.25%
9. es-es	47	0.24%
10. en-ie	44	0.23%

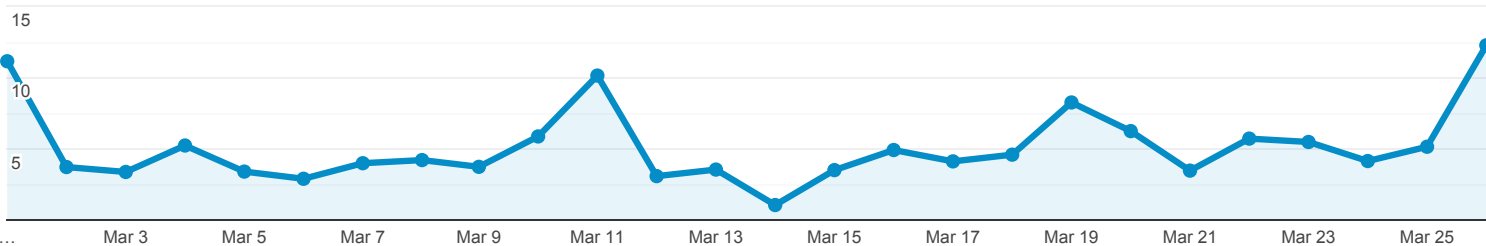
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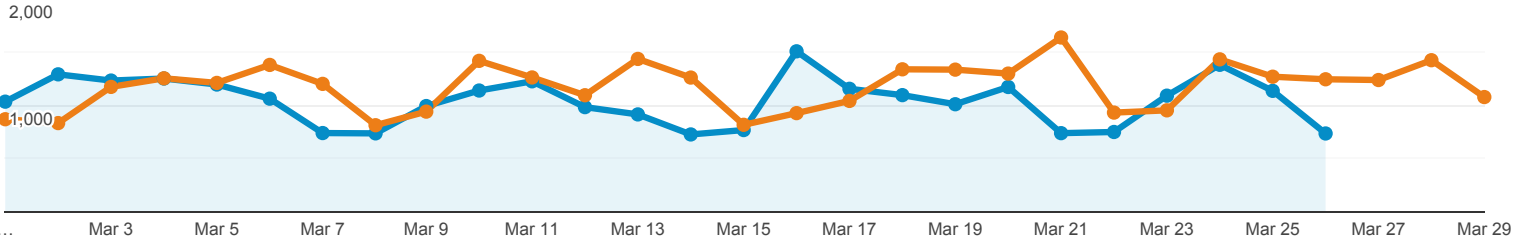
All Users +0.00% Users

Mar 1, 2020 - Mar 26, 2020
Compare to: Feb 1, 2020 - Feb 29, 2020

Explorer

Summary

Mar 1, 2020 - Mar 26, 2020: Users
Feb 1, 2020 - Feb 29, 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
	24.15% ▼ 19,346 vs 25,505	25.29% ▼ 17,274 vs 23,122	19.45% ▼ 30,378 vs 37,711	4.31% ▼ 69.66% vs 72.80%	6.28% ▲ 1.81 vs 1.70	5.02% ▲ 00:01:29 vs 00:01:25	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. mobile									
Mar 1, 2020 - Mar 26, 20...	9,448 (48.40%)	8,587 (49.71%)	13,084 (43.07%)	78.77%	1.51	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
Feb 1, 2020 - Feb 29, 20...	11,600 (45.74%)	10,738 (46.44%)	15,486 (41.06%)	80.30%	1.45	00:00:53	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-18.55%	-20.03%	-15.51%	-1.91%	4.22%	-0.25%	0.00%	0.00%	0.00%
2. desktop									
Mar 1, 2020 - Mar 26, 20...	8,568 (43.90%)	7,482 (43.31%)	14,923 (49.12%)	61.90%	2.06	00:02:00	0.00%	0 (0.00%)	\$0.00 (0.00%)
Feb 1, 2020 - Feb 29, 20...	12,021 (47.40%)	10,946 (47.34%)	19,481 (51.66%)	67.35%	1.88	00:01:48	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-28.72%	-31.65%	-23.40%	-8.09%	9.24%	11.56%	0.00%	0.00%	0.00%
3. tablet									
Mar 1, 2020 - Mar 26, 20...	1,503 (7.70%)	1,205 (6.98%)	2,371 (7.80%)	68.24%	1.89	00:01:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
Feb 1, 2020 - Feb 29, 20...	1,739 (6.86%)	1,438 (6.22%)	2,744 (7.28%)	69.17%	1.84	00:01:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-13.57%	-16.20%	-13.59%	-1.34%	2.72%	-8.54%	0.00%	0.00%	0.00%

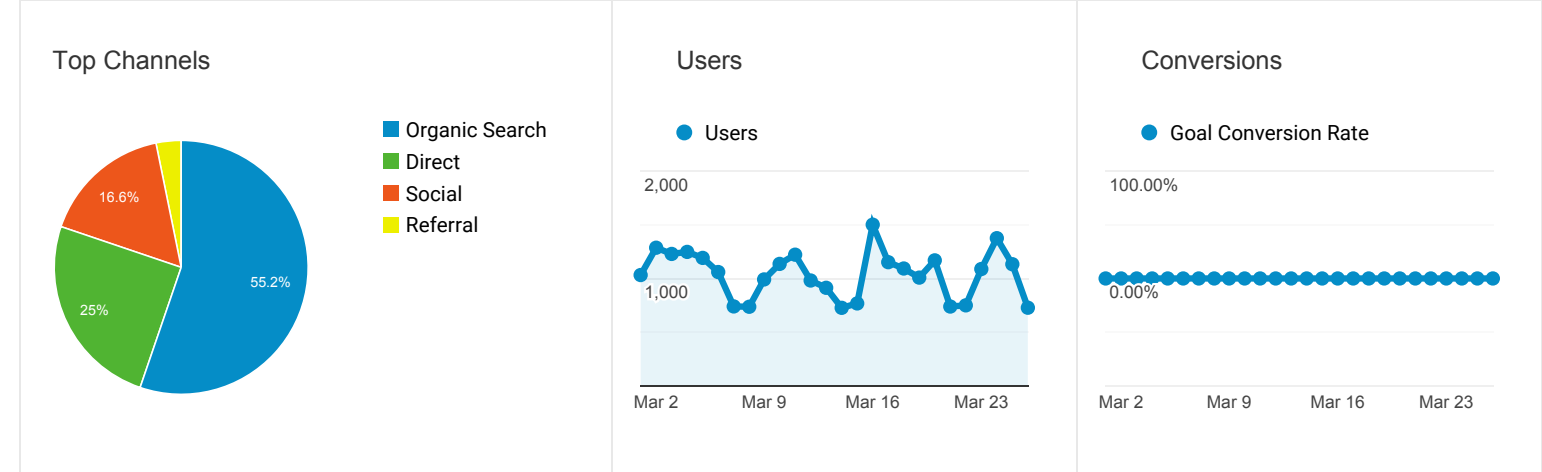
Rows 1 - 3 of 3

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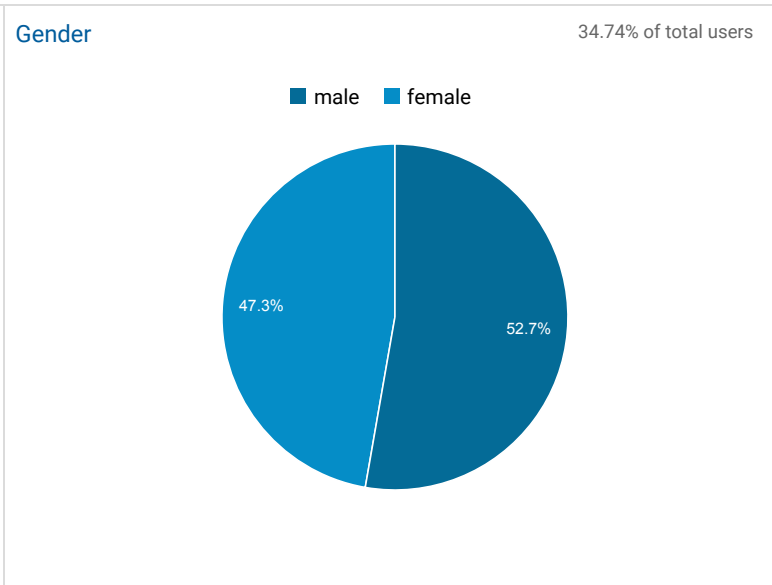
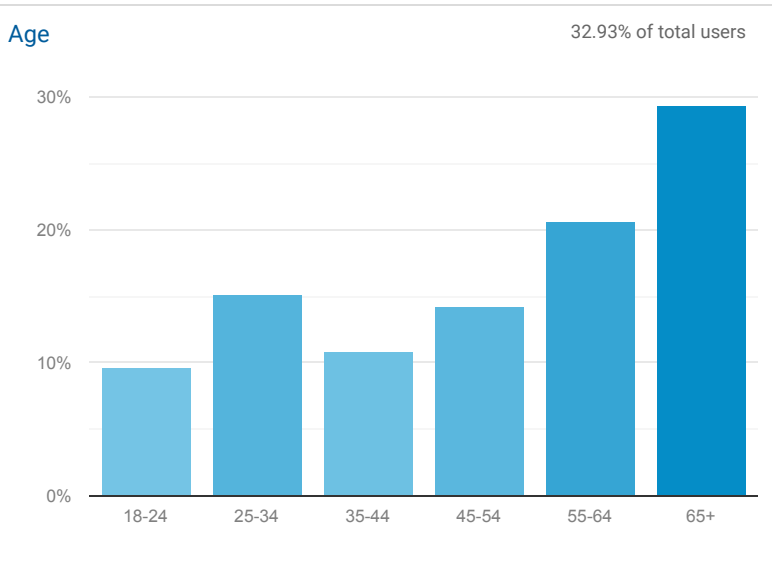


Demographics: Overview

All Users
100.00% Users

Mar 1, 2020 - Mar 26, 2020

Key Metric:

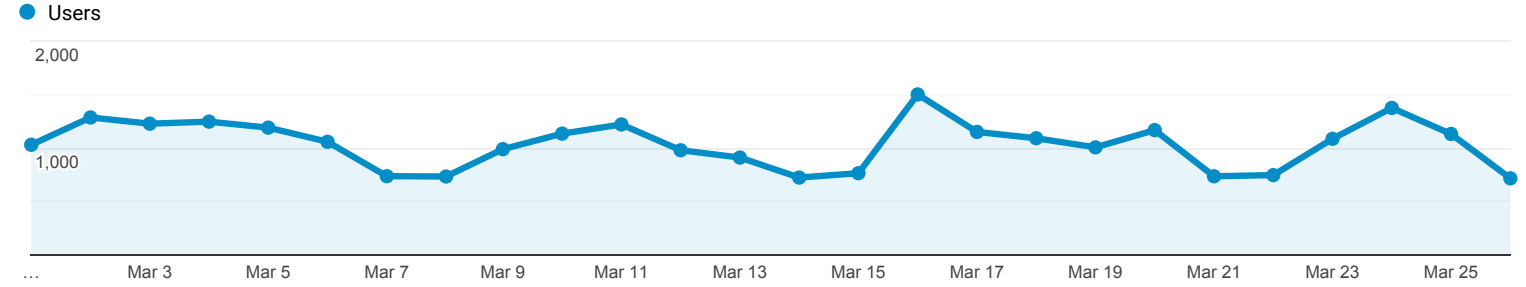


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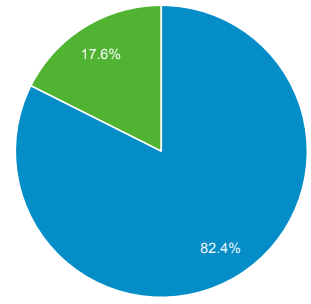
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