



# November-March Web Traffic Report

## Audience Overview

- Traffic is down -27% (128k vs 178k)
  - 85% (23,341) New Visitors
- Pages per session are up 2.45% *Content is "stickier" causing more browsing which is good*
  - Session duration is also up 13.55% *People spending more time on site*

## Demographics Overview

- Highest user groups remain 55-64 and 65+years old (49%)
- Users are split between men and women *Content is resonating with both genders*

## Mobile vs Desktop

- Mobile traffic (47.71%) has surpassed Desktop (44.78%) *Continue optimizing content and site for mobile*

## Acquisition Overview

- 50% site traffic from Organic Search (Google, yahoo, etc)
- 28% site traffic is direct *Down from November*
- 16% is social media (87% Facebook and 11% Twitter) *Facebook increased 11%, Twitter Decreased 7%) Continue leveraging Facebook to drive traffic to your website*

## Behavior Overview

- Most popular pages remain the same (Home Page + Latest News)
  - Other popular pages: Jimmy Kimmel Insults, Just War Doctrine, Pelosi Invokes Religion, Is AOC Catholic, Obamas war on Religion *Create more content like this to increase traffic and engagement*

## Site Speed

- Page load time is at 5.29 seconds *Site needs to be optimized for speed*

## Recommendations Overview

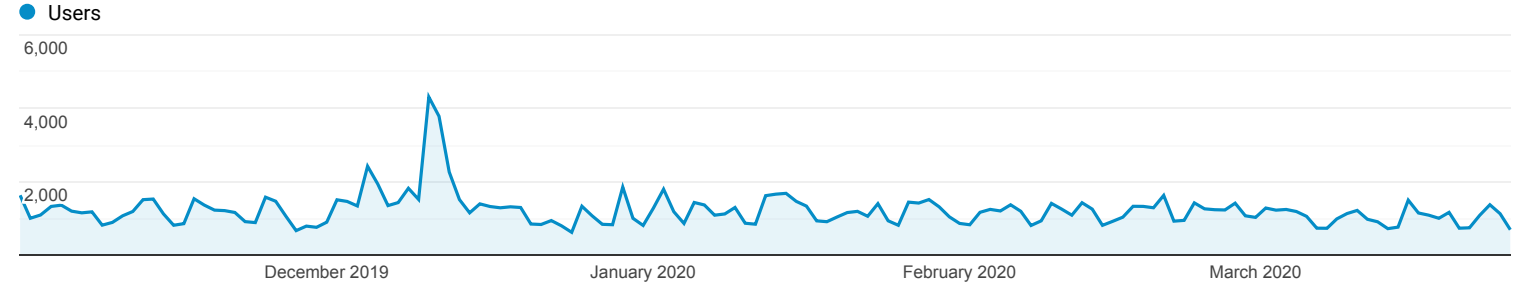
- Create content based on successful content to create more engagement/time on site
- Ensure all images uploaded are optimized to help page load times
- Continue to leverage Facebook audience for increased traffic

**Audience Overview**

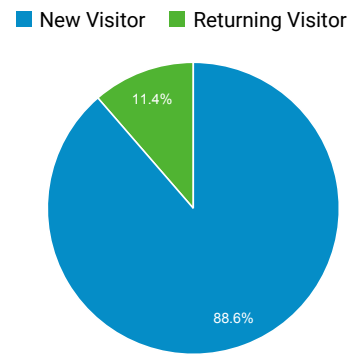
Nov 1, 2019 - Mar 26, 2020

**All Users**  
100.00% Users

**Overview**



<b>Users</b> 128,459	<b>New Users</b> 122,745	<b>Sessions</b> 198,407
<b>Number of Sessions per User</b> 1.54	<b>Pageviews</b> 340,619	<b>Pages / Session</b> 1.72
<b>Avg. Session Duration</b> 00:01:21	<b>Bounce Rate</b> 73.33%	



Language	Users	% Users
1. en-us	114,707	89.67%
2. en-gb	4,808	3.76%
3. en-ca	1,748	1.37%
4. en-au	970	0.76%
5. es-es	323	0.25%
6. pt-br	316	0.25%
7. en-ie	308	0.24%
8. zh-cn	307	0.24%
9. en	305	0.24%
10. fr-fr	286	0.22%

## Acquisition Overview

Nov 1, 2019 - Mar 26, 2020

All Users  
100.00% Users

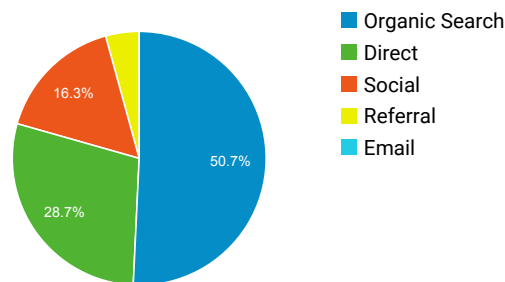
Primary Dimension:

Conversion:

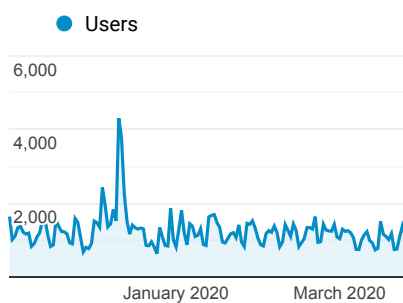
Top Channels ▾

All Goals ▾

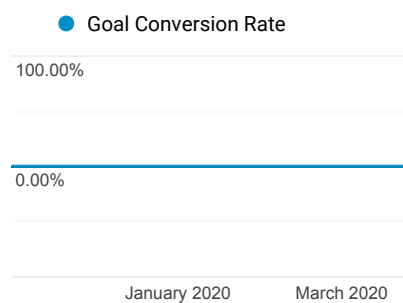
### Top Channels



### Users



### Conversions



### Acquisition

### Behavior

	Users ↓	New Users ↓	Sessions ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	128,459	122,745	198,408	73.33%	1.72	00:01:21
1 Organic Search	65,250	<div style="width: 50%;"></div>		75.64%	<div style="width: 75%;"></div>	
2 Direct	36,847	<div style="width: 28%;"></div>		63.78%	<div style="width: 64%;"></div>	
3 Social	20,988	<div style="width: 16%;"></div>		91.01%	<div style="width: 91%;"></div>	
4 Referral	5,484	<div style="width: 4%;"></div>		65.04%	<div style="width: 65%;"></div>	
5 Email	10	<div style="width: 0%;"></div>		62.50%	<div style="width: 63%;"></div>	

### Conversions



#### Set up a goal.

To see outcome metrics, define one or more goals.

GET STARTED

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

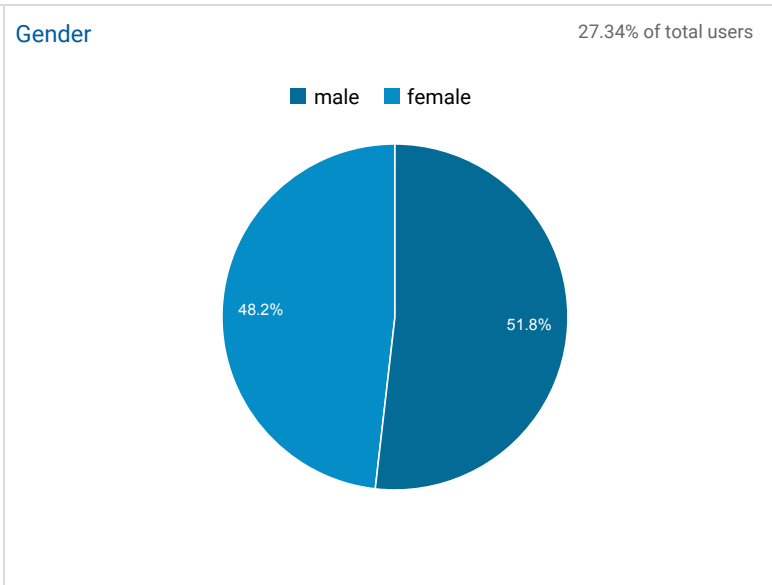
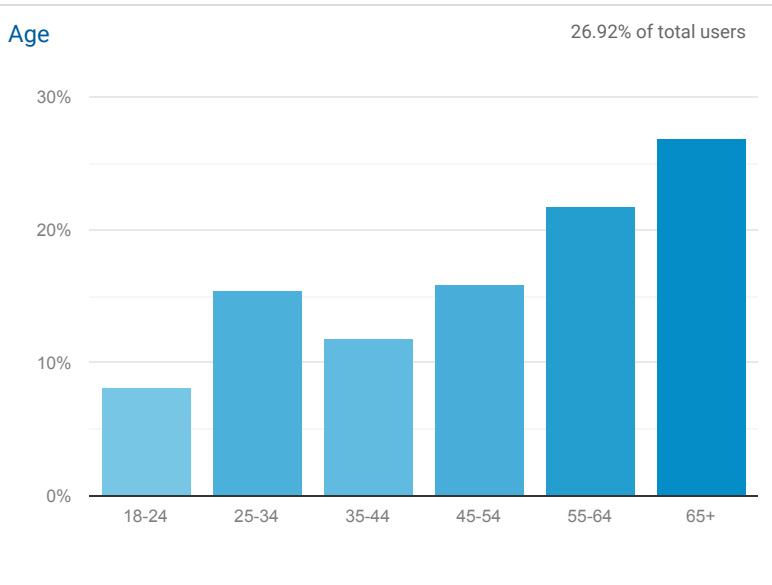


## Demographics: Overview


All Users  
100.00% Users

Nov 1, 2019 - Mar 26, 2020

Key Metric:



Site Search Overview

 All Users  
100.00% Pageviews

Nov 1, 2019 - Mar 26, 2020

Overview

● Sessions with Search

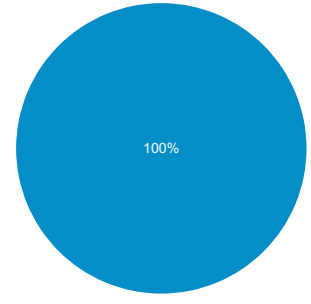


December 2019      January 2020      February 2020      March 2020

0.00% of your visits used site search

Sessions with Search <b>0</b>	Total Unique Searches <b>0</b>	Results Pageviews / Search <b>0.00</b>
% Search Exits <b>0.00%</b>	% Search Refinements <b>0.00%</b>	Time after Search <b>00:00:00</b>
Avg. Search Depth <b>0.00</b>		

■ Visits Without Site Search



Search Term	Total Unique Searches	% Total Unique Searches
There is no data for this view.		

Overview

**All Users**  
+0.00% Users

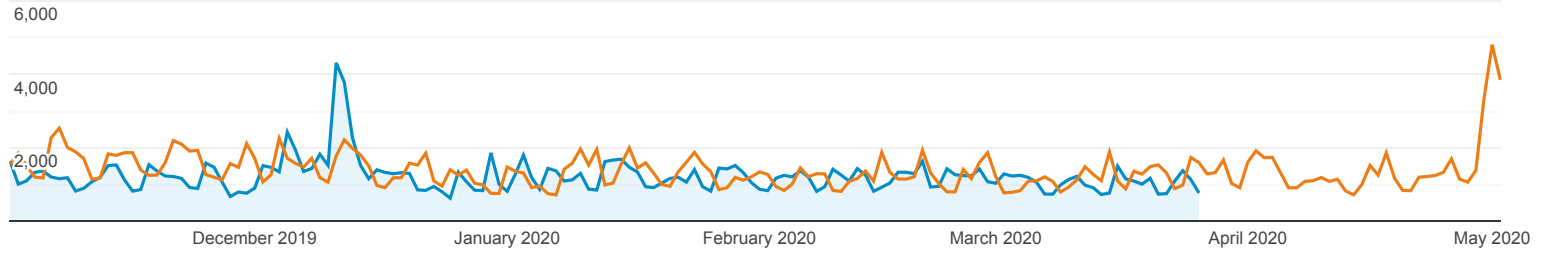
Nov 1, 2019 - Mar 26, 2020  
Compare to: May 1, 2019 - Oct 31, 2019

Explorer

Summary

Nov 1, 2019 - Mar 26, 2020: ● Users

May 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>27.73%</b> ↓ 128,482 vs 177,780	<b>28.37%</b> ↓ 122,847 vs 171,493	<b>29.57%</b> ↓ 198,495 vs 281,828	<b>0.27%</b> ↑ 73.32% vs 73.13%	<b>2.45%</b> ↑ 1.72 vs 1.68	<b>13.55%</b> ↑ 00:01:21 vs 00:01:11	<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. mobile									
Nov 1, 2019 - Mar 26, 20...	<b>61,407</b> (47.70%)	<b>58,881</b> (47.93%)	<b>84,649</b> (42.65%)	81.00%	1.45	00:00:51	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
May 1, 2019 - Oct 31, 20...	<b>83,083</b> (46.78%)	<b>80,143</b> (46.73%)	<b>118,905</b> (42.19%)	80.23%	1.44	00:00:54	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<b>% Change</b>	<b>-26.09%</b>	<b>-26.53%</b>	<b>-28.81%</b>	<b>0.97%</b>	<b>0.58%</b>	<b>-4.73%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
2. desktop									
Nov 1, 2019 - Mar 26, 20...	<b>57,656</b> (44.79%)	<b>54,985</b> (44.76%)	<b>97,391</b> (49.06%)	66.91%	1.94	00:01:47	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
May 1, 2019 - Oct 31, 20...	<b>76,367</b> (43.00%)	<b>74,354</b> (43.36%)	<b>130,781</b> (46.40%)	67.51%	1.88	00:01:27	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<b>% Change</b>	<b>-24.50%</b>	<b>-26.05%</b>	<b>-25.53%</b>	<b>-0.89%</b>	<b>3.48%</b>	<b>23.37%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>
3. tablet									
Nov 1, 2019 - Mar 26, 20...	<b>9,669</b> (7.51%)	<b>8,981</b> (7.31%)	<b>16,455</b> (8.29%)	71.77%	1.78	00:01:23	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
May 1, 2019 - Oct 31, 20...	<b>18,138</b> (10.21%)	<b>16,996</b> (9.91%)	<b>32,142</b> (11.40%)	69.70%	1.74	00:01:15	0.00%	<b>0</b> (0.00%)	<b>\$0.00</b> (0.00%)
<b>% Change</b>	<b>-46.69%</b>	<b>-47.16%</b>	<b>-48.81%</b>	<b>2.97%</b>	<b>2.29%</b>	<b>10.43%</b>	<b>0.00%</b>	<b>0.00%</b>	<b>0.00%</b>

Rows 1 - 3 of 3