



April Web Traffic Report

Audience Overview

86% of the visitors to the site are new and 14% are returning. These visitors are viewing an average of 1.4 pages before they leave and our bounce rate is over 70%. All of this tells us that we are getting most of our traffic from search engines on hot topics. Many of these people are not staying or returning because they were searching for something specific, they found it and then they left.

Good: We're attracting new people and giving them authentic Catholic commentary on issues that matter.

How we Can Improve: We can focus on raising the 14% and draw people into going directly to the website to see the "news" commentary. I would advise adding a section where there is a short daily commentary with links on Catholic issues. I know you don't want to turn into a "news site," but adding a bit of this would cause visitors to return daily and then see all of the commentary and press releases that they may have missed because they didn't search specifically for it on Google.

Mobile Use

Just over 30% of our users are on computers and the rest are on mobile devices. This tells us that even with our older demographics, many are on their phones. This bolsters the idea that we should redo the site in a more mobile friendly and contemporary style.

Demographics Overview

34% of our traffic is under the age of 44. 31% is over 65. Internet use trends the opposite way.

Again, we should consider redoing the site and making it more mobile friendly with a more contemporary feel. This would attract the younger demographic while maintaining our good statistics with the "older" crowd.

Acquisition Overview

People are coming primarily from Search engines which has a high bounce rate. People who go directly to the site have a bounce rate that is 20% less which is excellent. We should consider Acquisition strategies that will lead more people to bookmark the site and return often and our bounce rate will continue to go down.

Behavior Overview

Most popular pages remain the press releases on controversial new items. Coronavirus response obviously dominated this.

Recommendations Overview

Consider redoing the site to a more contemporary style which focuses on mobile use and loading speed.