



# August Web Traffic Report

## **Audience Overview**

New visitors grew to over 83% of our web traffic. We should consider strategies to bolster return visitors.

## **Mobile Use**

60% of our users are now viewing 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**

Our internet traffic is getting increasingly younger.

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**

Social media soared to almost half of our traffic referrals. Whatever we're doing here is working!

## **Behavior Overview**

Most popular pages remain the press releases on controversial new items. We're doing great with this!