



July 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

55% 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 and Organic search make up the vast amount of our traffic. One area that could be bolstered is “referrals” from other websites. We have some of those but not as many as we should. We could work on a strategy to grow this pretty easily I believe.

Behavior Overview

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