



# May Web Traffic Report

## **Audience Overview**

New visitors again make up over 80% of our web traffic. We should consider strategies to bolster return visitors.

## **Mobile Use**

Over 50% of our users 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**

Users from Social media soared this month and make up the largest source that we draw traffic from. Search engine traffic comes in at a close second. This is great because we are providing content that aligns with what people are searching for and interested in.

## **Behavior Overview**

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