



September 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

53% 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

We lost a lot of women viewers this month and gained male viewers. We'll keep tracking this.

Acquisition Overview

Search engine traffic soared to 50% 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!