



# April Web Traffic Report

## Audience Overview

- Of our 21,050 users, 20,024 of them were new users, each of them staying on a page for a minute and a half and viewing 2 pages per session.
- We had 120 more people on their desktop visiting us in April than folks visiting from their phones.
- We have 55,000 page views and a bounce rate of 69%. This tells us the majority of viewers are only seeing a single page and bouncing right back to the acquisition.

## Acquisition

I wanted to further breakdown where our users are coming from. In April, this is what it looked like:

- Google - 6,783
- Direct - 4,472
- Revolver.News - 3,941
- R20.rs6.net - 1,035
- Bing - 955
- Facebook - 944
- Duckduckgo - 633
- Twitter - 546
- Yahoo - 400
- Other Social Networks - 353
- t.co - 327

## Behavior

- We continue to see large increases in traffic on hot button issue articles. The site is indexing very quickly on Google and so people are finding the articles on the first page and following the link to the site.