



May 2021 Web Traffic Report

Audience Overview

- Of our 19,506 users this month, 18,047 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 1,417 more people on their desktop visiting us in May than folks visiting from their phones. That's 1,200 more people visiting us on desktops in May than there were in April. It's interesting that the number of users on their desktops is surging, I am going to keep an eye on this.
- We have 53,045 page views and a bounce rate of 68.94%. This tells us the majority of viewers are only seeing a single page and bouncing right back to the acquisition.

Acquisition

- 67% of our users came to us via organic search. 28.5% were via direct method, 20.2% were via referral and 10.5% were via social media.

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

- Google - 5,455
- Direct - 5,634
- Spirit Daily - 3,049
- Bing - 952
- Facebook - 1,261
- Duckduckgo - 655
- Twitter - 745
- Yahoo - 368
- Other Social Networks - 210
- t.co - 471

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.