



# June 2021 Web Traffic Report

## Audience Overview

- Of our 18,560 users this month, 17,044 of them were new users, each of them staying on a page for a minute and a half and viewing 2 pages per session.
- The number of people visiting the site from their desktops continues to surge. Desktop users is followed closely by mobile users and finally, tablet users.
- We have 57,800 page views and a bounce rate of 62.74%. This tells us the majority of viewers are only seeing a single page and bouncing right back to the acquisition.

## Acquisition

- 40.82% of our users came to us via organic search. 32.13% were via direct method, 5.22% were via referral and 18.55% were via social media.

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

1. Facebook 249 (51.38%)
2. Twitter 2,056 (46.97%)
3. reddit 30 (0.69%)
4. LinkedIn 24 (0.55%)
5. Blogger 7 (0.16%)
6. YouTube 6 (0.14%)
7. Quora 4 (0.09%)
8. Pinboard 1

## 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.