



Quarter 1 & 2 2021 Web Traffic Report

Audience Overview

The number of returning and new users stayed very closely the same between Quarter One and Two.

The number of users using each type of device declined between quarters; however, desktop users became the most popular device..

Between quarters, the bounce rate barely changed. This tells us the majority of viewers are only seeing a single page and bouncing right back to the acquisition.

Acquisition

In Quarter Two, the number of users acquired from social networks went down by 10%. Those coming from direct and organic search did not change, referrals went up 18.9%

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.