

Website Traffic Analytics Report

This includes all web traffic data within the stated time range

Mar 1, 2021 - May 31, 2021

All Users
100.00% Sessions

Direct- your typed URL, directly to your site

Organic- an unpaid click from an engine search

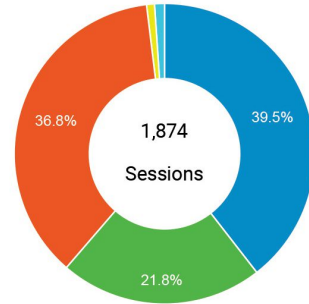
Paid Search- a paid click from an advertisement

Referral- a click from an outside domain

Social- a click directed from a social media link

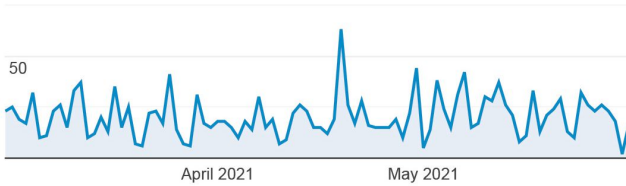
Sessions by Default Channel Grouping

Direct Organic Search Paid Search Referral Social



Overview

Sessions
100



Unique Visitors

1,676
% of Total: 100.00% (1,676)



Visitors

1,693
% of Total: 100.00% (1,693)



Bounce Rate

76.09%
Avg for View: 76.09% (0.00%)



Avg. Session Duration

00:00:39
Avg for View: 00:00:39 (0.00%)



Pageviews per session

1.52
Avg for View: 1.52 (0.00%)



Sessions and % New Sessions by Device Category

Device Category	Sessions	% New Sessions
desktop	1,260	91.59%
mobile	563	84.90%
tablet	51	86.27%

Source

Source / Medium	Sessions
(direct) / (none)	740
google / cpc	588
google / organic	345
bing / cpc	101
bing / organic	45
yahoo / organic	17
duckduckgo / organic	2

- 1 The number of individual visitors
- 2 The number of visitations, including Unique Visitors who returned a 2nd or 3rd time
- 3 A visitor whom visits your site and leaves with no action. Often cases are a visit for a phone # or hours.
- 4 The average amount of time a visitor spends on your website. A session ENDS with 30 minutes of inactivity
- 5 The average amount of pages viewed within one session

- 6 Organized data representing the traffic source of each session. This is HOW the visitor arrived to your site. See above for each source defined
- 7 The most common devices used while visiting your site
- 8 The top 7 sources or mediums that directed the visitor to your site. Organic is unpaid, cpc is a paid click. In this example, most visitors arrived by typing in the exact domain
- 9 A graphed overview of web traffic by day