Website traffic Monthly Analysis

KPIs

Sessions:--- This metric measures the total number of visits to your website. Each session includes all the interactions a user makes on your site within a given time frame. Tracking sessions helps understand overall site traffic and user engagement levels

New Users:--- This KPI indicates the number of first-time visitors to your website during a specific period. It's useful for measuring the effectiveness of marketing campaigns in attracting new visitors.

Bounce Rate:--- Bounce rate is the percentage of visitors who leave your site after viewing only one page. A high bounce rate can indicate issues with site content, user experience, or the relevance of your traffic sources.

Geographical Coverage:--- This metric tracks the geographic locations of your website's visitors. Understanding where your audience is located can help tailor content and marketing strategies to different regions.

Default Channel Group:--- This KPI categorizes your traffic sources, such as organic search, direct traffic, referral traffic, and social media. Analyzing default channel groups helps identify which channels are most effective in driving traffic and conversions

Events:--- user interactions that are tracked to provide insights into user behavior and website performance, ie page views, user engagement and clicks. This KPIs shows what actions users take on the website.

Firstlink Insurance Brokers (Pvt) Ltd

Website Analytics
full Insights

dataAge

CMTD = Current Month to Date

PM = Previous Month

/ = Home Page

Last Refreshed Date helps to track real time data when it is refreshed it shows the current data available

Last Refreshed

5/30/2024

Sessions
5036

Current Month: 382 -0.01
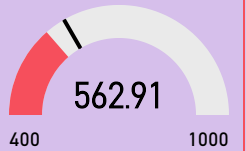*Previous Month:* 427

New Users
3468

Current Month: 256 - 63 ↓
Previous Month: 319

BounceRate
811.09

Current Month: 46.88 - 2 ↓
Previous Month: 48.53

Engagement R...
562.91
400   1000

Sessions by DefaultChannelGroup

● Sessions ● Sessions CMTD ● Sessions PM

Organic Search	2288	254 / 191
Direct	1924	186 / 94
Unassigned	497	16 / 15
Organic Social	310	34 / 14
Referral	17	5
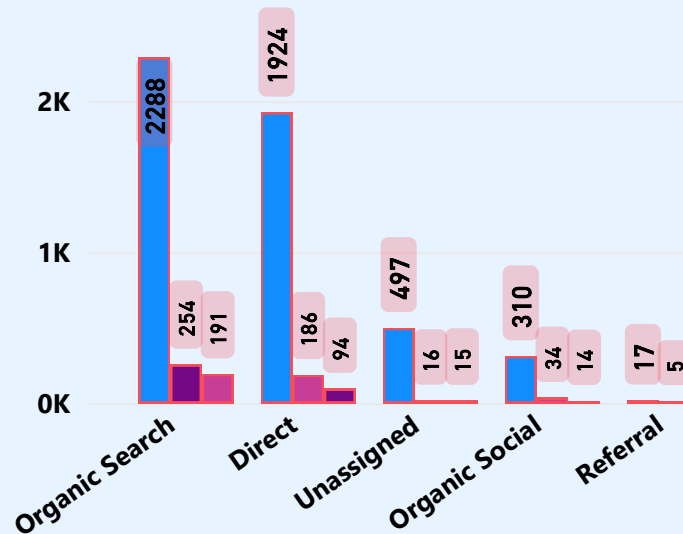
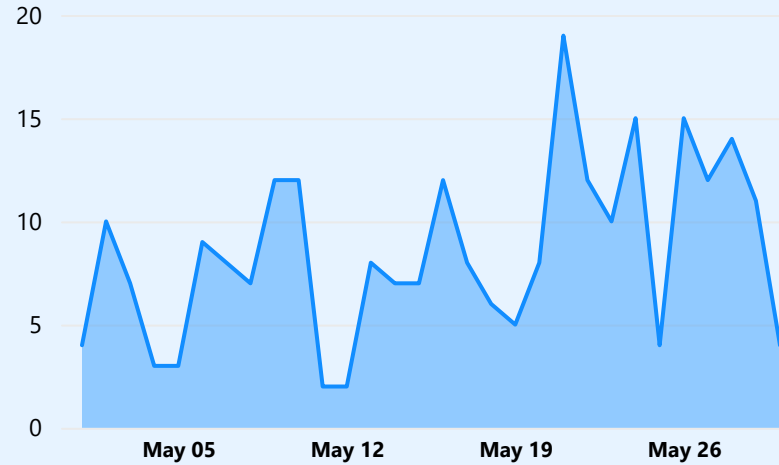| Page Path	Page views	EventCount
/solutions/	276	585
/newsletter/	250	511
/employers-and-residual-liability-insurance/	90	323
/electronic-equipment-insurance-policy/	98	325
/ContactUs/	558	1218
/about/	782	1649
/	3303	9943
Total	**5357**	**14554**

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1. At 2288, Organic Search had the highest Sessions and was 13,358.82% higher than Referral, which had the lowest Sessions at 17.
2. Organic Search accounted for 45.43% of Sessions.
3. Across all 5 sessionDefaultChannelGroup, Sessions ranged from 17 to 2288, Sessions CMTD ranged from 5 to 254, and Sessions PM ranged from 16 to 191.
4. The home page do have many page view than all other pages. maintain the other pages so that there can many landing pages. idea is to have more clients visit the page and actually see what they came for.
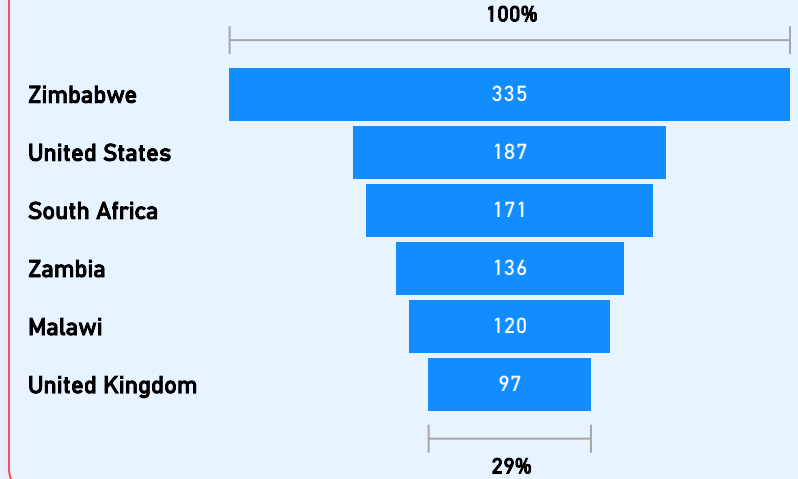
Website Overview of the Key Dimensions
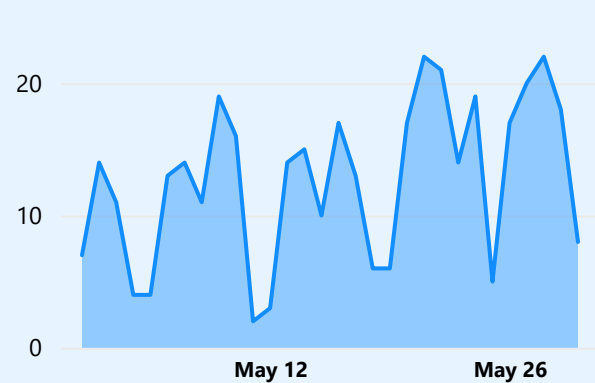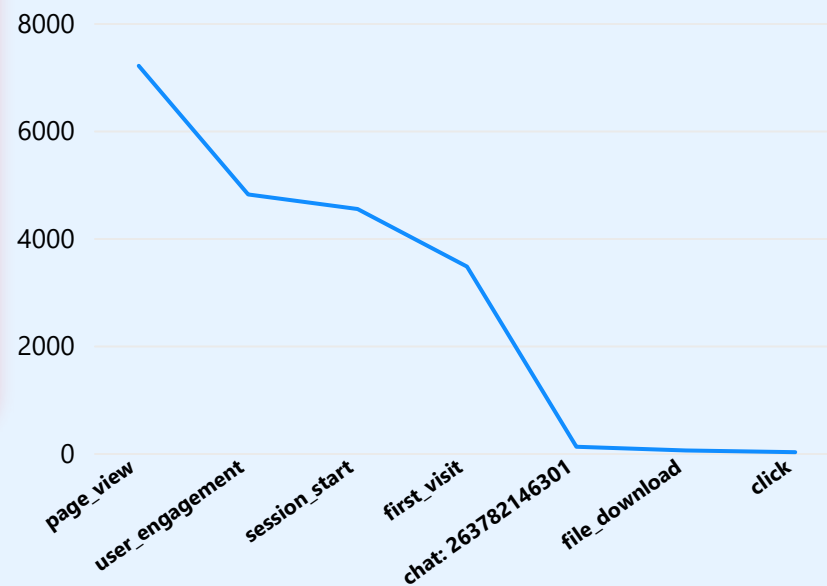
TotalUsers for the Current Month

(Area chart showing TotalUsers. Y-axis from 0 to 20. X-axis dates: May 05, May 12, May 19, May 26)

NewUsers for the Current Month

(Area chart showing NewUsers. Y-axis from 0 to 20. X-axis dates: May 05, May 12, May 19, May 26)

Top 6 Countries by Users

100%

Country	Users
Zimbabwe	335
United States	187
South Africa	171
Zambia	136
Malawi	120
United Kingdom	97

29%
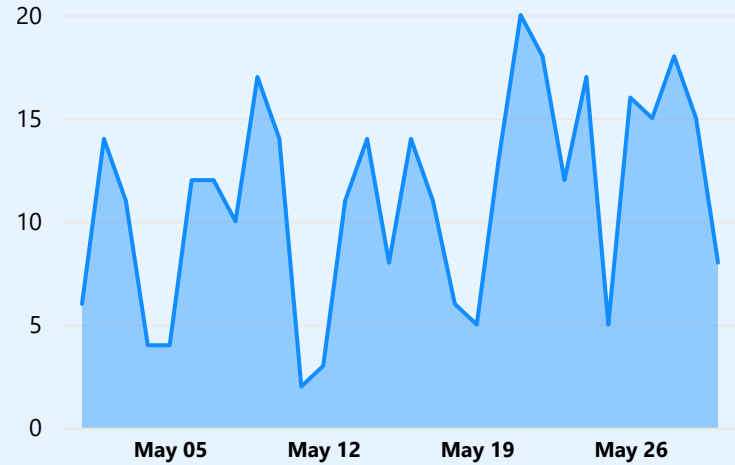
Sessions for the Current Month

(Area chart showing Sessions. Y-axis from 0 to 20. X-axis dates: May 12, May 26)

5/1/2024   5/31/2024

Total Events

(Line chart. Y-axis from 0 to 8000. X-axis categories: page_view, user_engagement, session_start, first_visit, chat: 263782146301, file_download, click)

Geographical Coverage

NORTH AMERICA EUROPE ASIA
Atlantic Ocean AFRICA
SOUTH AMERICA Indian Ocean AUSTRALI

Microsoft Bing

© 2024 TomTom, © 2024 Microsoft Corporation, © OpenStreetMap
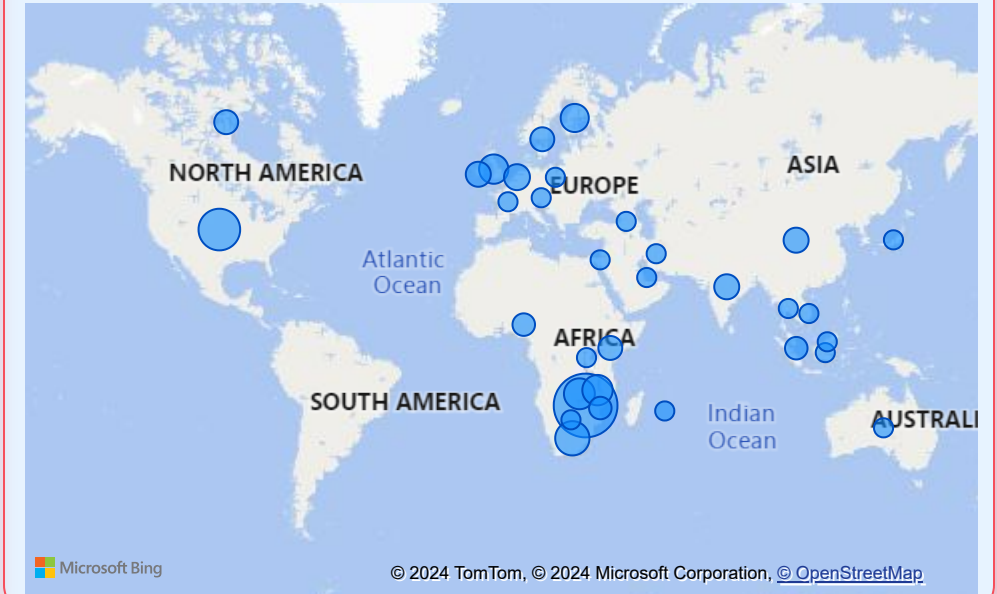
Observations & Recommendations

Sessions & Users:-- The total number of sessions and new users is tracked, with a detailed comparison between the current and previous months, indicating user engagement and site traffic.

Engagement Opportunities:-- While page views are high, there's a need to improve user engagement and clicks to provide more value to the business.

Geographical Coverage:-- Visitor locations are analyzed, showing a strong presence in Zimbabwe, with recommendations to enhance social media activities for increased traffic.

Default Channel Group:-- With 2,288 sessions, organic search is the leading traffic source, significantly outperforming other channels like referrals.. The business has to play around with key words to improve the SEO, provide quality blogs hence organic traffic is boosted. Engage in social media to boost the direct clicks.

irstlink
Insurance Brokers (Pvt)Ltd

Responsibility

data∧ge