Website traffic and user insights overview

Default Data
Click to select Univers

Source ▾ Device Category ▾ Select date range ▾

Site performance

Sessions	Users	New Users	Bounce Rate	Clicks	Goal Completions
3,863	2,823	2,733	56.54%	76.2K	509
▼ -17.2%	▼ -13.8%	▼ -16.1%	▲ 7.1%	▼ -48.3%	▼ -23.1%

Traffic sources By sessions

— Organic Search — Direct — Referral — Paid Search — Unassigned
— Email

Traffic sources By users

— Organic Search — Email — Direct — Unassigned — Referral
— Organic Social

What day are users most active on the site?

■ Sessions ■ Goal Completions

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Goal Completions	55	79	81	82			51
Sessions	419	536	658	559	588	643	460
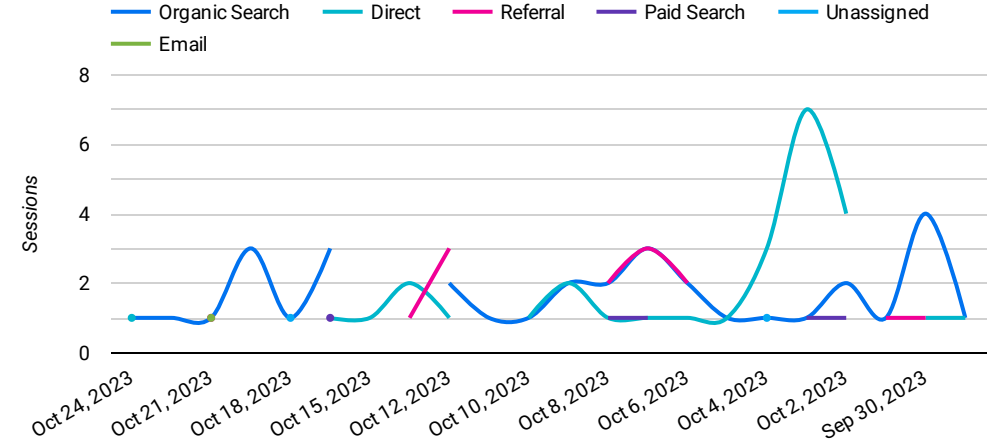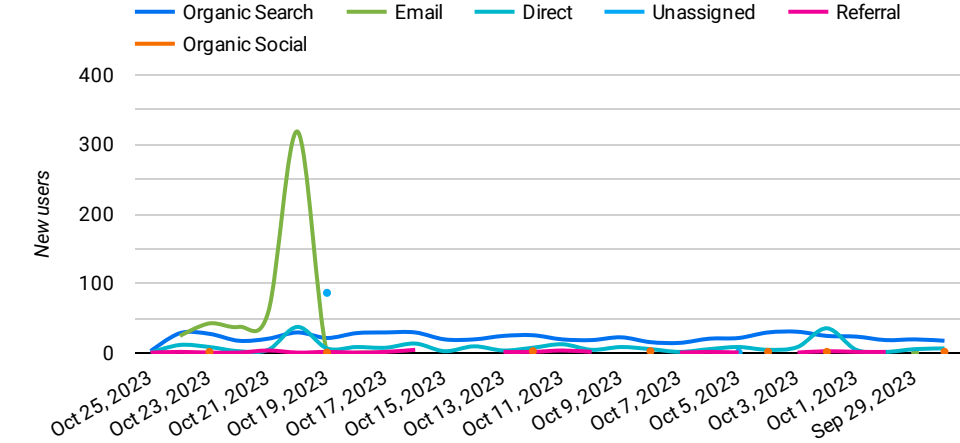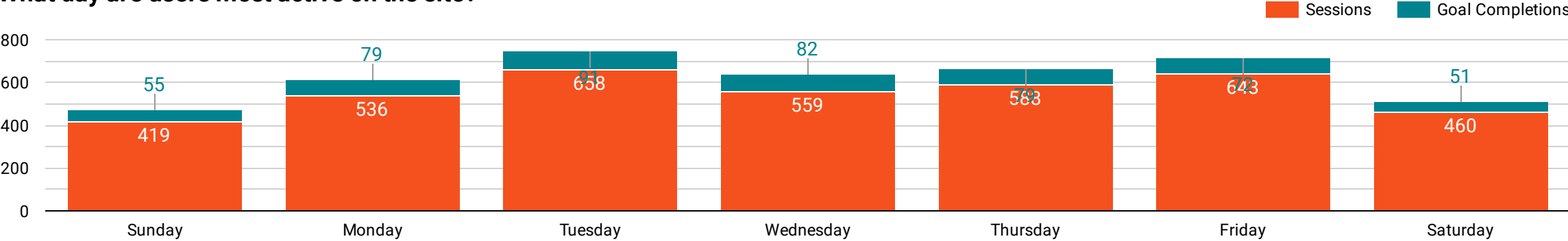
## What time of day are users most active on the site?

■ Sessions ■ Goal Completions
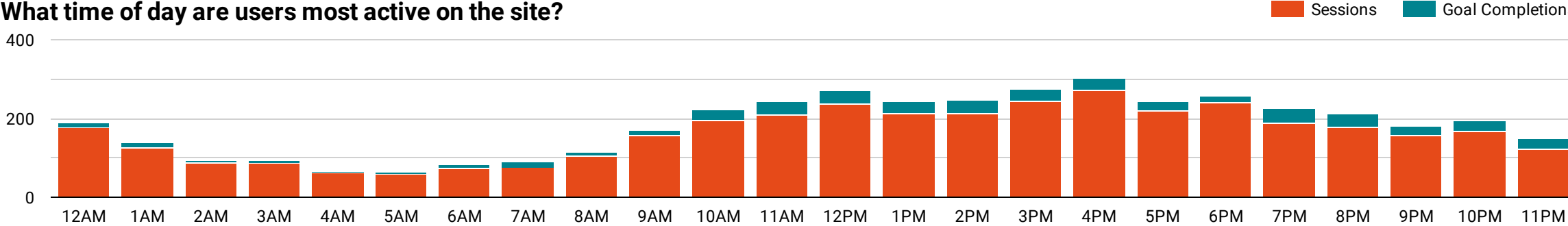
Audience & Behavior Overview

Users segmentation by age and gender

female ■ male
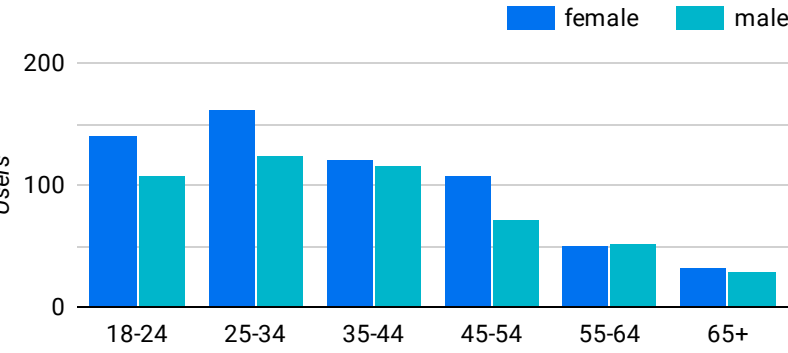
What devices are they using?

Sessions ■ Goal Completions
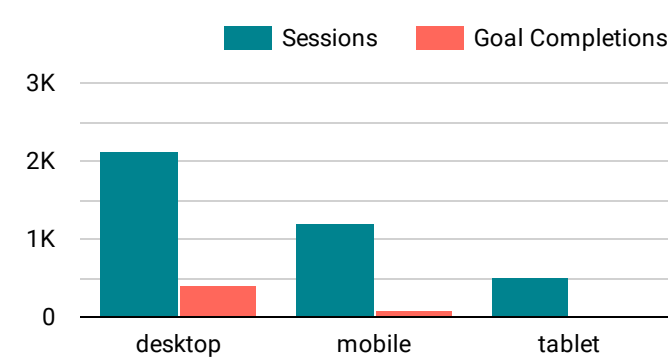
New vs Returning Visitors

29.2%

Sessions

70.8%

- New Visitor
- Returning Visitor

Countries where users are viewing the site from?

1   204
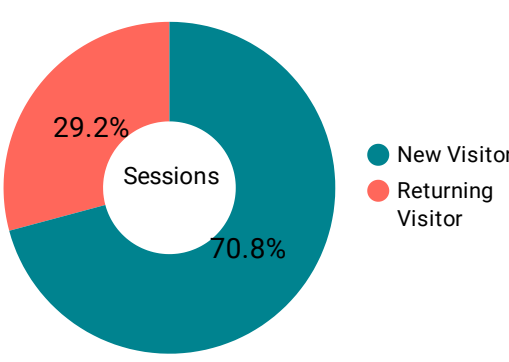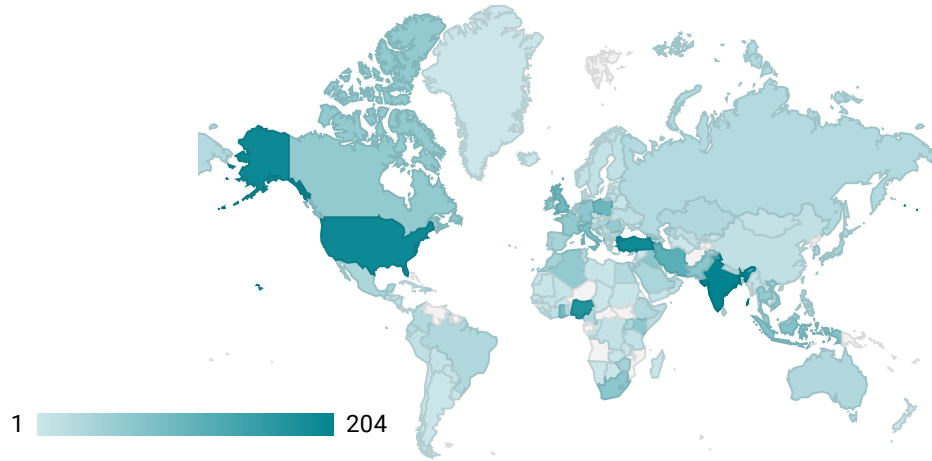
What are their interests?

10.1%
8.5%
8.4%
8.4%
27%

- Media & Entertainment/ Movie Lovers
- Food & Dining/Cooking E…
- Media & Entertainment/B…
- Lifestyles & Hobbies/Gree…
- Technology/Technophiles
- Travel/Travel Buffs
- Media & Entertainment/T…
- Lifestyles & Hobbies/Art &…
- Food & Dining/Foodies
- others
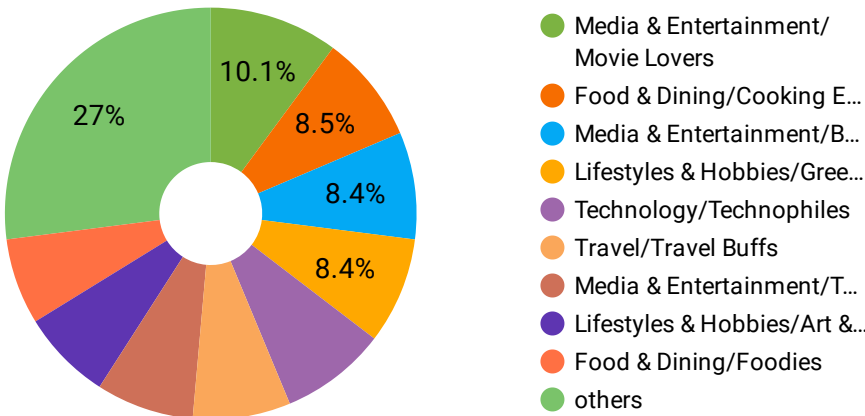
Countries where users are viewing the site from

	Country	Sessions ▾	Users
1.	India	204	156
2.	United States	191	169
3.	Türkiye	190	122
4.	Nigeria	172	129
5.	Iran	113	57
6.	Poland	97	54
7.	United Kingdom	92	79

Acquisition performance

Channel performance

	Default Channel Grouping ▾	Sessions	Goal Completions	New Users	Users
1.	Social	62	14	45	49
2.	Referral	264	40	182	204
3.	Paid Search	265	14	211	217
4.	Organic Search	1,589	246	1,222	1,268
5.	Email	487	95	306	328
6.	Display	557	10	338	364
7.	Direct	518	75	328	339
	Grand total	3,863	509	2,733	2,823

Default Channel Grouping / Sessions

Date	Organic Search	Display	Direct	Email	Paid Search	Referral	(Other)	Social
Jun 12, 2023	8	-	6	-	1	4	-	1
Jun 11, 2023	6	-	5	-	-	3	-	-
Jun 10, 2023	8	-	5	-	-	1	1	1
Jun 9, 2023	5	-	1	-	-	6	3	-
Jun 8, 2023	11	-	3	-	-	3	-	-
Jun 7, 2023	7	-	4	-	1	1	1	-

How are channels driving users along this year ?
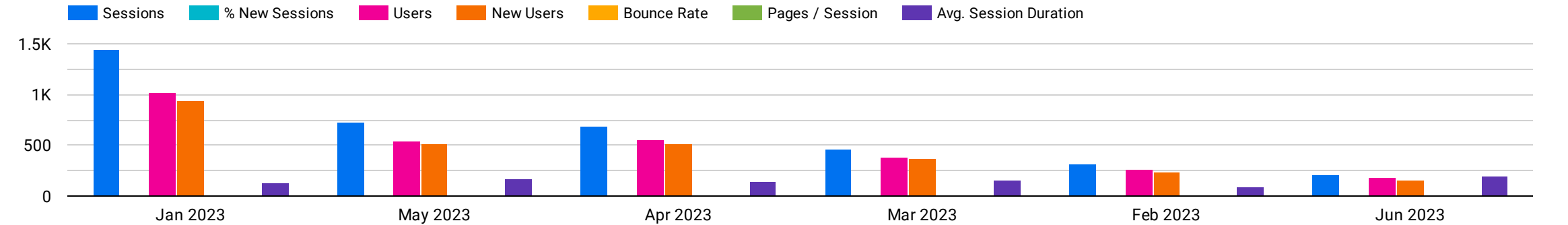
Legend: ■ Sessions ■ % New Sessions ■ Users ■ New Users ■ Bounce Rate ■ Pages / Session ■ Avg. Session Duration

landing pages overview

Clicks	Impressions	New Users	Pageviews	Goal Completions	Goal Conversion Rate
76,157	3,906,531	2,733	9,282	509	13.18%
⬇ -48.3%	⬇ -50.6%	⬇ -16.1%	⬇ -25.6%	⬇ -23.1%	⬇ -7.1%

Landing pages performance

	Landing Page	Sessions ▼	% New Sessions	Users	New Users	Bounce Rate	Pages / Session	Avg. Session Dura...
1.	/	1,951	70.43%	1,476	1,374	64.74%	2.22	00:02:11
2.	/humanities/	467	81.37%	397	380	40.26%	2.79	00:03:04
3.	/language-and-literature/	277	85.56%	243	237	46.21%	2.68	00:02:12
4.	/social-sciences/	210	88.1%	200	185	53.33%	2.46	00:02:03
5.	/topics/	200	64.5%	152	129	56.5%	2.34	00:02:13
	Grand total	**3,863**	**70.75%**	**2,823**	**2,733**	**56.54%**	**2.4**	**00:02:27**

⬤— Clicks ⬤— New Users

1

0

-1

⬤— Sessions

1

0

-1

Page performance overview

Avg. Session Duration	Pageviews	Sessions	Pages / Session	Unique Pageviews	% Exit	% New Sessions
00:02:27	9,282	3,863	2.4	7,383	41.61%	70.75%
▼ -11.0%	▼ -25.6%	▼ -17.2%	▼ -10.2%	▼ -23.0%	▲ 11.4%	▲ 1.4%

Source / Medium	Bounce Rate	Pages / Session	Avg. Session Duration	Users	New Users	Sessions
1. yandex.ru / referral	100%	1	00:00:00	1	1	1
2. yandex.com.tr / referral	100%	1	00:00:00	1	1	1
3. yahoo / organic	85.71%	3.43	00:02:58	7	7	7
4. uni.lodz.pl / referral	100%	1	00:00:00	1	1	1
5. uni-svishtov.bg / referral	42.11%	4.74	00:03:15	17	17	19
6. trello.com / referral	0%	7.5	00:03:38	1	1	2
7. tagassistant.google.com…	0%	1	00:00:19	1	1	1
8. singularwebs.net / referral	100%	1	00:00:00	1	1	1
Grand total	56.54%	2.4	00:02:27	2,823	2,733	3,863

| Page Title	Session…
1. 5th International Conference on Future of Social Sciences and Humanities	1,995
2. Humanities Conferences 2023 (FSHCONF)	Rome, Italy	573
3. Language conference 2023 (FSHCONF)	Rome, Italy	310
4. Social Studies Conferences 2023 - FSHCONF	Rome, Italy	226
5. Topics - Conference on Social Sciences and Humanities	163
6. Online Registration	Social Sciences and Humanities Conference	106
7. Registration - Conference on Social Sciences and Humanities	57
8. Visa - Conference on Future of Social Sciences & Humanities	57
9. Online Submission	Social Sciences and Humanities Conference	40
10. Topics - Conference on Future of Social Sciences and Humanities	36
11. Virtual Presentation - Social Sciences & Humanities Conference	27

## How are my engagement metrics trending?

Avg. Session Duration   Pageviews

Wednesday, Tuesday, Monday, Thursday, Sunday, Saturday, Friday
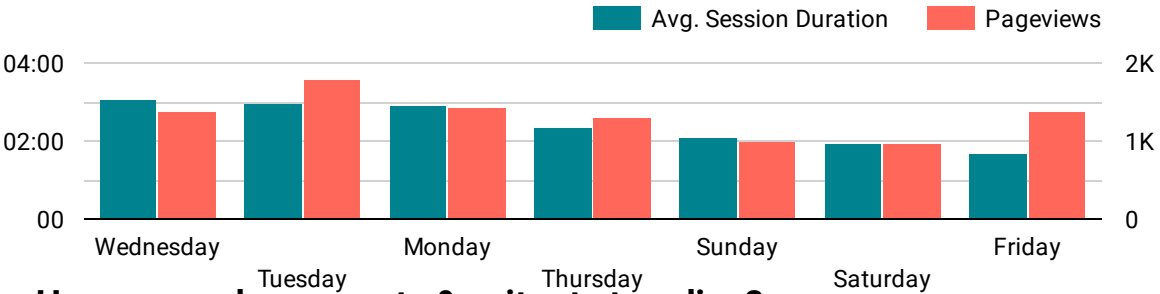
How are my bounce rate & exit rate trending?
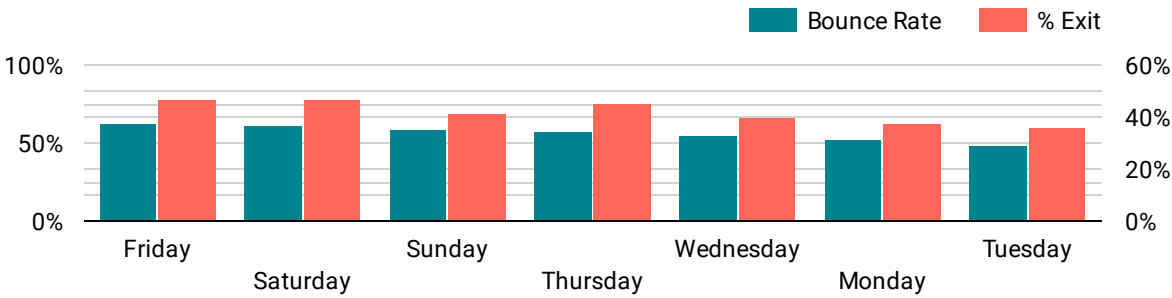
Bounce Rate   % Exit

Friday, Saturday, Sunday, Thursday, Wednesday, Monday, Tuesday

Page performance

Default Data
Click to select Univers

Source

Device Category

Select date range

Top KPI last 30 days vs previous year

Avg. Session Duration	Pageviews	Sessions	Pages / Session	Unique Pageviews	% Exit	% New Sessions
No data	No data	No data	No data	No data	No data	No data
No data	No data	No data	No data	No data	No data	No data

■ Sessions ── New Users ── Bounce Rate

1

0.8

0.6

0.4

0.2

0

Page speed insights

What's the average load time vs sessions?

Legend: Sessions — Avg. Page Load Time (sec)
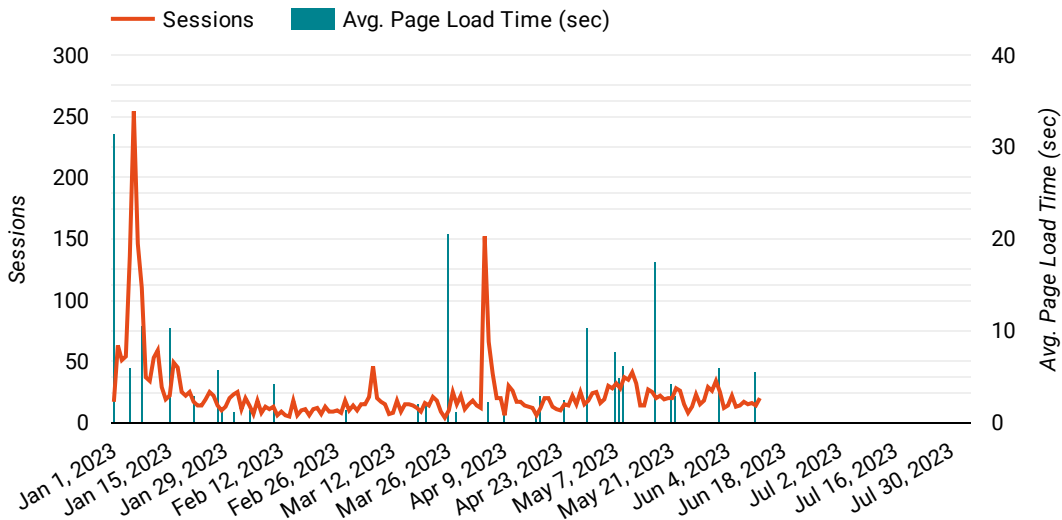
What's the average load time by device?

Legend: tablet — desktop — mobile
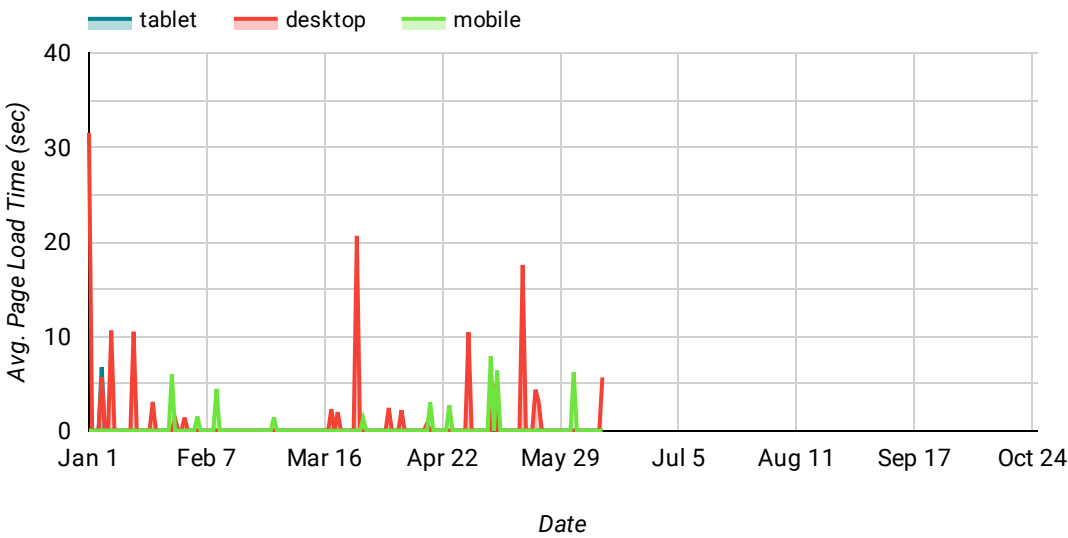
Destination URL by New User

	Destination URL	New Users ▾
1.	(not set)	2,369
2.	https://www.fshconf.org/	338
3.	https://www.fshconf.org/language-and-literature/	10
4.	https://www.fshconf.org/social-sciences/	8
5.	https://www.fshconf.org/humanities/	7
6.	https://www.fshconf.org	4

What's the load time by country?

1 — 36,590
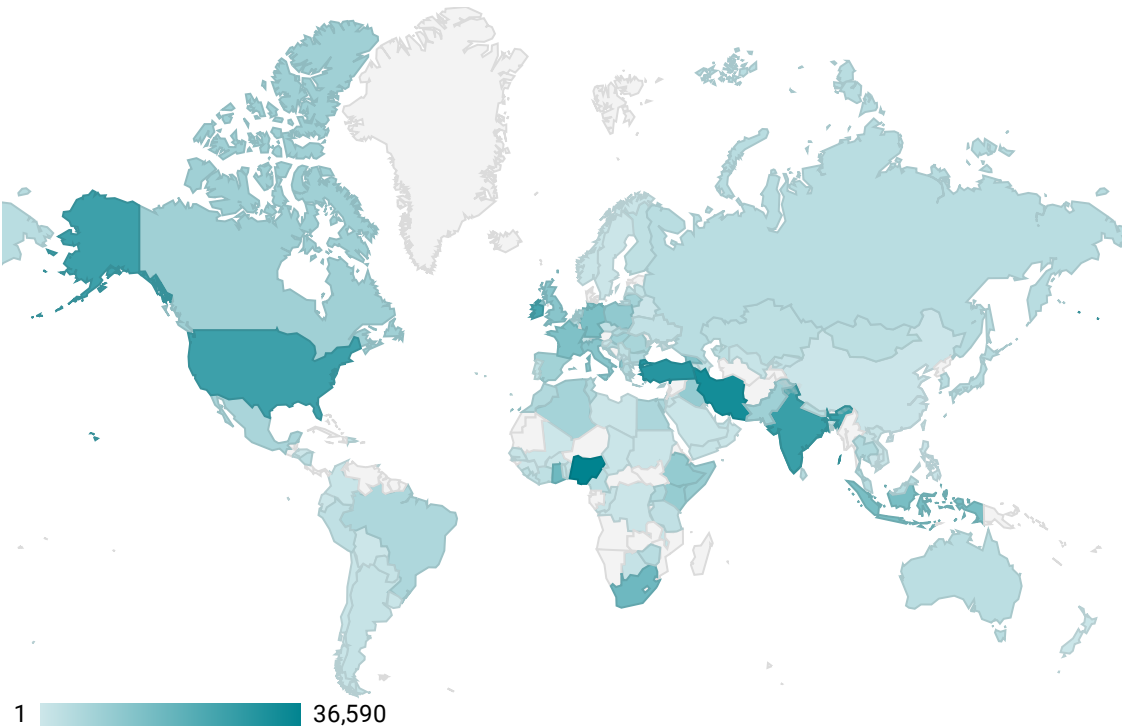
Organic Search Performance

What is the site's organic search sessions?

—●— Organic Search Sessions   —●— Organic Search Sessions (previous 28 days)

```
1

0.8

0.6

0.4

0.2

0
```
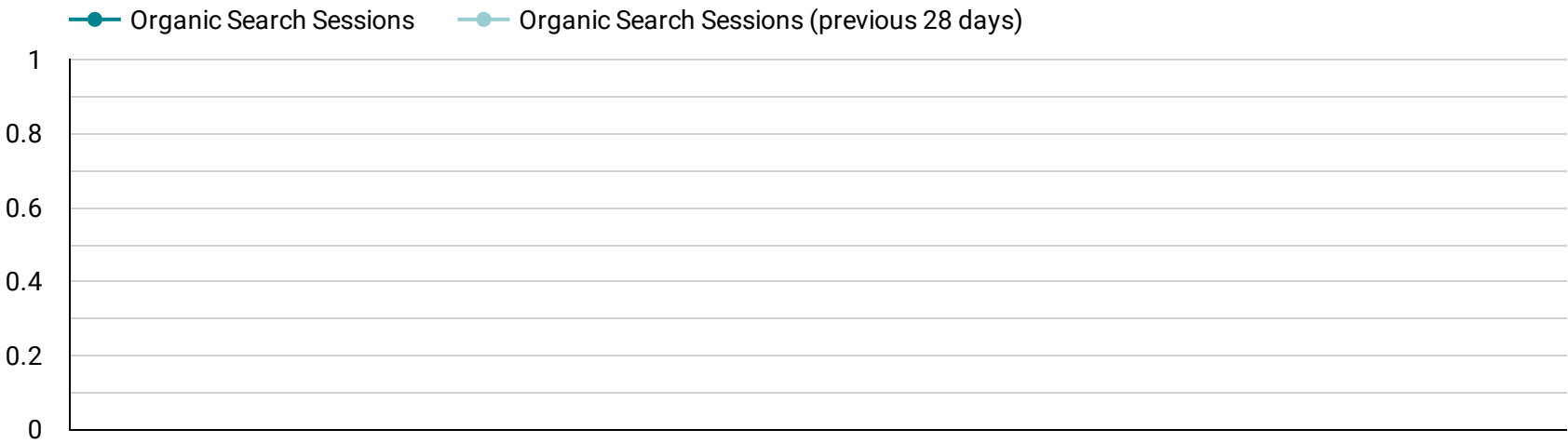
What is the site's organic goal search completions?

—●— Organic Search Goal Conversions   —●— Organic Search Goal Conversions (previous 28 days)

```
1

0.5

0

-0.5

-1
```