

Daily web report: Spectator for 2019-01-01

SITE	Last	vs	KPIs
DETAILS:	day	MA	
Post views	90K	-16.5	1.43 views/vis.
Post visitors	63K	-10.2	-----
Post minutes	55K	-41.4	0.86 minutes/vis.

* Post views were 60% of period's total page views

Page views	152K	-18.6	2.09 views/vis.
Page visitors	73K	-13.5	-----
Page minutes	78K	-37.3	1.08 minutes/vis.

POST	Last	M	VISITOR	Last	M
TRAFFIC:	day	A	PROFILE:	day	A
Facebook	26	20	New	59	58
Twitter	3	3	Returning	41	42
Search	28	25	-----		
Other	9	9	DEVICES:		
Direct	8	10	Mobile	70	55
Internal	26	33	Desktop	19	35
			Tablet	11	10

MA = moving average (prior 90 days)

Due to rounding, numbers may not add up to 100%

Google accounts for nearly all 'Search' views.

Google News, APIs account for most 'Other' views.