

How many people used my site?

60,071

How much traffic did my website get?

74,364

How long do people spend on my website?

00:01:30

How many subscribers do I currently have?

12,108

Social

Direct

others

Organic Search

Note: The figure above represents the total number of subscribers who have signed up to receive emails or content from DMW

Note: The figure above represents the total number of people who have visited any page on the website.

Note: The figure above represents the total number of visitors to the site, including both new and returning visitors

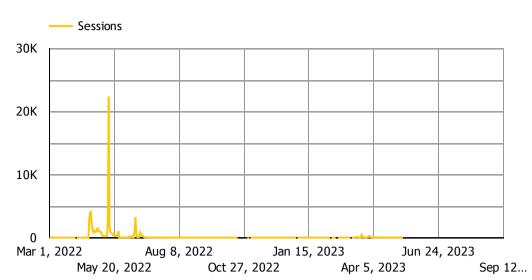
Note: The figure above represents the the average amount of time users spend on the website i.e 1 mins, 32 seconds

29.5%

referred to as organic search traffic.

Where are my visitors coming from?

How can I keep track of how many people visit my website over time?



Note: The above report shows how many visitors came to the site during the specified time period.

Note: We saw a spike on April 20, when we announced the North America tour, and an even bigger spike on May 12, when we released "Stand Strong." There was also a surge on June 20 after we announced the Europe tour.

Recommend: People come to our website when we announce new music or an upcoming tour. As a result, we can increase traffic and engagement by regularly updating the website with new music and adding dates for venues or cities we are touring in. I also think it would be a good idea to sell merch on the website as well, so that while people are looking up tour dates, they can also buy our merch to wear to those venues.

Note: Social traffic is traffic that comes to our website from social media platforms, whereas direct traffic is traffic that comes to our site by typing our website URL into a browser such as Safari or Chrome. Any traffic that comes to our site from a search engine like Google is

63.5%

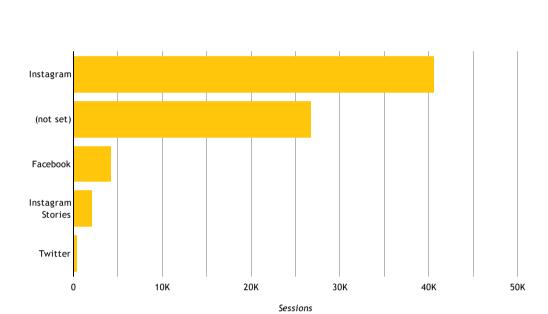
Note: Our social traffic is excellent, but we need to improve our organic search traffic.

Recommend: We can boost our social media traffic by ranking higher up for keywords related to our brand. Search engines like Google need high authority domains (like billboard.com, rollingstone.com, forbes.com) to show that they trust us through backlinks, this will improve our ranking on search results pages. By linking back to our website, these sites demonstrate their trust in us. So, whenever there is a press release or someone wants to post something about us, we need to include dmwhq.com.

Getting featured on sites like billboard, com at least once a month would help us rank higher up and also build our brand & audience.

What countries are giving us the most traffic?







Note: The table above shows the countries and cities from which our website receives traffic.

Recommend: We can have a page on the website added to our bio for every

Note: The chart above displays traffic to our website from Instagram, Twitter, Facebook,

Tiktok.

announcement or post we make on social media. If it's a new music, we'll create a page with all streaming links, and if it's a tour, we'll create a tour page with all venues and dates, and so on. An alternative would be to create a linktree page on the website that would contain all the links and pages we want to promote, making it easy for visitors to find the pages they're looking for.

we need to find meaningful ways to lift people up within Nigeria. Most of our users are based in Lagos, so we can establish ourselves there by supporting upcoming artists, such as by creating a page on the website where allow artists submit songs and we share our thoughts or we play their music in the background of a post on our story and tag them or we can also create a form where we allow business pitch ideas for us to donate to. If we can support just one or two artists or businesses each year, we can leave a visible mark on our people in Lagos.

Recommend: In order to fully realize our mission as a label "We Rise by lifting others ",

What are top performing pages? & What pages do people spend most time on?

	Page Title	Sessions •	Avg. Session Duration
1.	Stand Strong - song by Davido, The Samples Davido M	31,989	00:00:48
2.	Home Davido Music Worldwide (DMW)	19,926	00:00:54
3.	The We Rise By Lifting Others Tour Davido Music Worl	10,381	00:00:38
4.	The We Rise By Lifting Others Tour Davido	9,025	00:01:12
5.	Timeless - Album by Davido Davido Music Worldwide (1,208	00:00:23
6.	We Rise By Lifting Others, Europe Tour Davido Music	695	00:00:38
7.	Contact Davido Music Worldwide (DMW)	231	00:01:51
8.	O2 Arena Davido Music Worldwide (DMW)	153	00:00:50
9.	Artists Davido Music Worldwide (DMW)	141	00:01:20
10.	Upcoming Festivals Davido Music Worldwide	128	00:00:33

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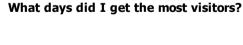
The table above shows the total number of visits each page received as well as the average amount of time users spent on the page.

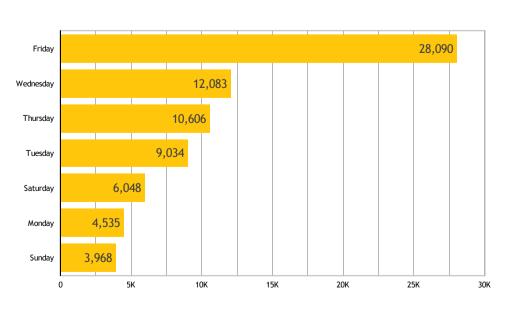
Note: In terms of average session duration, a shorter session duration can indicate that visitors quickly found what they were looking for, for example, a visitor looking to contact us may spend only 50 seconds on the website. A longer session duration indicates that there is a lot more content to read or engage with on that page.

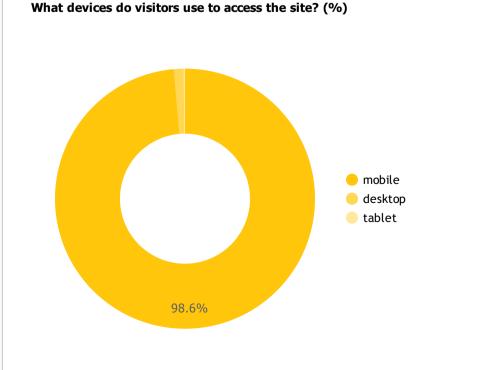
Recommend: There are 11,661 people who have signed up to receive content from us; they want us to interact with them so they can keep up with our brand. By keeping these subscribers up to date via email, we can increase our site's traffic and engagement. It could be whenever we release new music, announce a tour, or taken on a new artiste. This monthly email would include links so that users could view or interact with it, depending on the content.

We can also add a form to the site where our fans can sign up with their email addresses and phone numbers to be added to our community (or contacts). These people can then be added to a Telegram group where label content and activities we want to spread can be shared, and also once in a while someone on the label comes on and interacts with the fans in the community.

These would lead to more site visits (sessions) because the more we interact with people, the more they'll talk about us to their friends, which means more people will visit and revisit our site







Note: The chart above shows the days when we receive the most site visits, from highest to lowest.

Note: The pie chart above shows the devices that visitors use to access our website.

Okay, I have the data and I understand it. Is there anything I should do right now?

- 1. Begin sending announcements, new music and updates to our 11,661 email subscribers who have signed up to receive DMW Content.
- 2. To start building our backlinks, we should get started getting featured on high-authority websites like Billboard.com.
- 3. Create a web page where up-and-coming artists can submit their music and local businesses can submit donation requests.