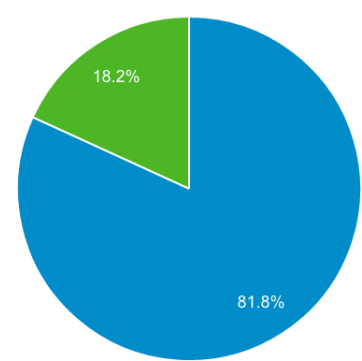


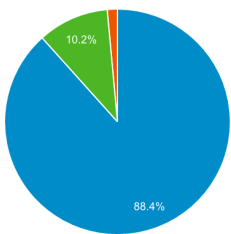
## Audience



82% of visitors are new, meaning they have not been to the site before, on that device, at least not according to the cookies.

Session Duration	Sessions
0-10 seconds	211
11-30 seconds	10
31-60 seconds	17
61-180 seconds	14
181-600 seconds	11
601-1800 seconds	11
1801+ seconds	1

Only 23% of sessions on the site are longer than 10 seconds.

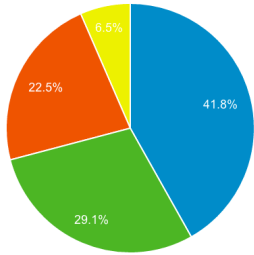


88% of sessions are on mobile devices

Next Page Path	Pageviews	% Pageviews
/about	16	25.81%
/calendar	7	11.29%
/resources	7	11.29%

The most common paged navigated to from the homepage is “about” followed by calendar and resources, indicating people are interested in learning

## Arrival Patterns



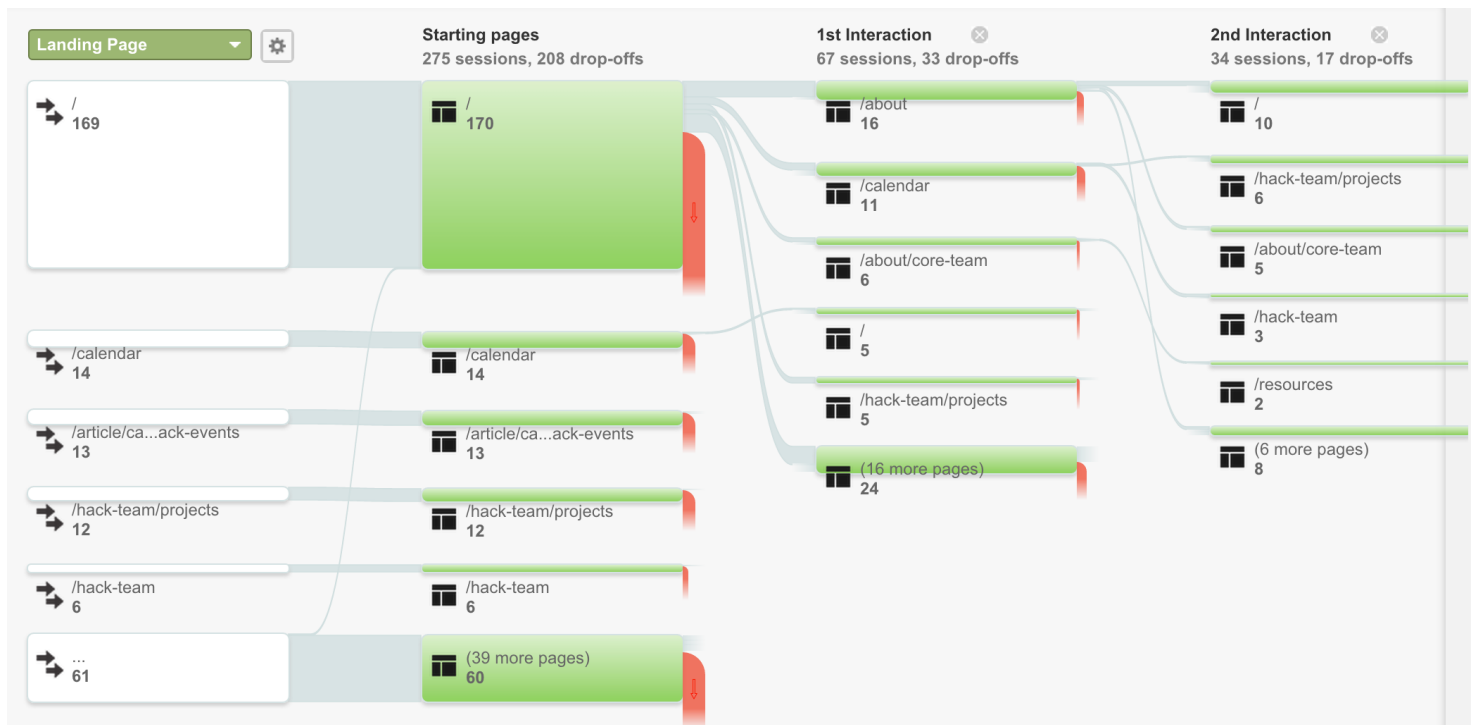
<input type="checkbox"/> Default Channel Grouping	Sessions	275
		% of Total: 100.00% (275)
<input type="checkbox"/> 1. Organic Search		115
<input type="checkbox"/> 2. Referral		80
<input type="checkbox"/> 3. Direct		62
<input type="checkbox"/> 4. Social		18

61% of sessions begin on the Open Austin homepage

The most common traffic source type is Organic Search, although direct and referral traffic also account for just over half of our traffic combined. Common referrals are meetup.com, spatialaustin, and codeforamerica.org

1. /	169 (61.45%)
2. /calendar	14 (5.09%)
3. /article/category/events/hack-events	13 (4.73%)
4. /hack-team/projects	12 (4.36%)
5. /hack-team	6 (2.18%)

## Common Paths



The most common current path is sessions landing on Open Austin's homepage, and exiting immediately. One goal of the redesign is to reduce the rate of homepage dropoffs.