

WHO CAME TO VISIT?

VISITOR DETAILS | Overall Website Stats

	May-17 Current Month	Apr-17 Previous Month	% Change	May-16 Previous Year	% Change
Visits	411,544	414,476	-1%	347,305	18%
New Visitors	311,128	304,783	2%	261,653	18%
Returning Visitors	100,416	109,693	-9%	85,652	17%
Mobile Traffic	63,452	83,600	-25%	61,268	3%
Desktop Traffic	28,230	36,731	-24%	32,163	-13%

	January	February	March	April	May	June	July	August	September	October	November	December
2015	316,622	297,131	341,765	348,739	356,886	399,164	381,153	385,883	366,784	366,477	351,340	347,305
2016	430,127	420,031	459,971	437,506	439,152	435,438	448,435	490,046	457,337	440,339	414,476	411,544

UNIQUE VISITS

VISITS + 1ST TIME VISITORS

411,544

People visited the site

311,128

First-time visits to the site

100,416

Return visits to the site

New Visitors

75%

Returning Visitors

24%

New Visitor % Change

-1%

Vs. November 2016

REFERRALS

HOW OUR VISITORS GOT TO THE SITE

Source	% of Traffic
Organic	69%
(none)	16%
Referral	14%
CPC	N/A
Email	N/A
Social	N/A

TOP REFERRERS

WHO IS SENDING US TRAFFIC

Site	Visits
google	263,070
(direct)	67,565
m.facebook.com	21,213
bing	13,525
yahoo	8,895
lm.facebook.com	4,785
facebook.com	3,514

DEVICE

THE DEVICE THEY USED TO VIEW OUR SITE

Mobile Traffic

69%

Mobile % Change

-25%

Desktop Traffic

30%

Vs. November 2016

LOCATION

TOP REGIONS THAT VIEWED OUR SITE

Region	Visits
Chicago	11,862
Los Angeles	10,633
Denver	9,254
Dallas	9,158
New York	7,136
Houston	7,066
Charlotte	6,997

BLOG

TOP POSTS + PAGE VIEWS

Page	Views	Overall Page Views	8,935
<u>Our Blog</u>	1,706	Avg. Time on Page	04:24
<u>Roseann DiVenere: My Quintessential Studio Design</u>	772	Bounce Rate	46.69%
<u>25 Pandora Stations to Tune Into</u>	511		
<u>Six of Our Favorite Flat Irons on the Market</u>	419		
<u>10 Tips to Sell Retail Like Hotcakes</u>	300		
<u>Solving the Pricing Dilemma</u>	277		
<u>The Latest and Greatest on Sola Pro</u>	271		
<u>Sola Spotlight: Ryan Stillman</u>	257		
<u>The Sola Sessions: Charlotte Recap</u>	226		
<u>10 Ways to Organize and Update Your Salon</u>	223		

EXIT PAGES

USERS LEAVE FROM THESE PAGES

Page	Exits
<u>Sola Salon Studios</u>	8,933
<u>Own Your Salon</u>	6,493
<u>Own Your Salon</u>	5,337
<u>Contact Us</u>	2,299
<u>All Locations</u>	2,268
<u>Find a Salon Professional Near You</u>	2,147
<u>About Us</u>	2,112

TIME ON SITE

AVG. TIME SPENT + PAGES/VISIT

Time on Site	02:55
Pages/Session	3.9