

## WHO CAME TO VISIT?

## VISITOR DETAILS | Overall Website Stats

	May-17 Current Month	Apr-17 Previous Month	% Change	May-16 Previous Year	% Change
Visits	12,449	11,488	51%	8,417	37%
Unique Visitors	12,449	11,488	51%	8,417	37%
New Visitors	12,449	11,488	51%	8,417	37%
Returning Visitors	12,449	11,488	51%	8,417	37%
Mobile Traffic	12,449	11,488	51%	8,417	37%
Desktop Traffic	12,449	11,488	51%	8,417	37%

	January	February	March	April	May	June	July	August	September	October	November	December
2016	111,225	111,225	111,225	111,225	111,225	111,225	111,225	111,225	111,225	111,225	111,225	111,225
2017	111,225	111,225	111,225	11,225								

## UNIQUE VISITS

VISITS + 1ST TIME VISITORS

157,874

People visited the site

116,684

First-time visits to the site

41,190

Return visits to the site

## NEW VS. RETURNING

WHO CAME BACK?

## New Visitors

73%

## New Visitor % Change

0%

Vs. March 2017

## Returning Visitors

26%

## REFERRALS

HOW OUR VISITORS GOT TO THE SITE

Source	% of Traffic
Organic	73%
(none)	16%
Referral	9%
CPC	N/A
Email	N/A
Banner	N/A
Social	N/A

## TOP REFERRERS

WHO IS SENDING US TRAFFIC

Site	Visits
google	367,059
(direct)	89,541
bing	17,756
m.facebook.com	11,690
yahoo	11,388
lm.facebook.com	6,239
facebook.com	4,959

## DEVICE

THE DEVICE THEY USED TO VIEW OUR SITE

### Mobile Traffic

69%

### Desktop Traffic

30%

### Mobile % Change

0%

Vs. March 2017

## LOCATION

TOP REGIONS THAT VIEWED OUR SITE

Region	Visits
Los Angeles	14,427
Chicago	13,923
Denver	12,638
Dallas	10,642
Houston	10,167
Charlotte	9,779
(not set)	9,171

## BLOG

TOP POSTS + PAGE VIEWS

Page	Views	Overall Page Views	15,404
<a href="#">blog1.com</a>	143	Avg. Time on Page	8:30
<a href="#">blog2.com</a>	116	Bounce Rate	82.62%
<a href="#">blog3.com</a>	89		

## EXIT PAGES

USERS LEAVE FROM THESE PAGES

Page	Exits
<a href="#">Sola Salon Studios</a>	9,064
<a href="#">Own Your Salon</a>	4,755
<a href="#">About Us</a>	2,973
<a href="#">All Locations</a>	2,913
<a href="#">Contact Us</a>	2,813
<a href="#">Gallery</a>	2,658
<a href="#">Find a Salon Professional Near You</a>	2,619

## TIME ON SITE

AVG. TIME SPENT + PAGES/VISIT

Time on Site	9:25
Pages/Session	3:50