

## WHO CAME TO VISIT?

### VISITOR DETAILS | Overall Website Stats

	Apr-17 Current Month	Mar-17 Previous Month	% Change	Apr-16 Previous Year	% Change
Visits	540,392	578,801	-7%	437,506	23%
New Visitors	400,696	428,245	-7%	322,252	24%
Returning Visitors	139,696	150,556	-8%	115,254	21%
Mobile Traffic	110,448	115,617	-5%	79,057	39%
Desktop Traffic	47,426	50,670	-7%	38,607	22%

	January	February	March	April	May	June	July	August	September	October	November	December
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
2017	514,094	504,405	578,801	540,392								

### UNIQUE VISITS

VISITS + 1ST TIME VISITORS

540,392

People visited the site

400,696

First-time visits to the site

139,696

Return visits to the site

### NEW VS. RETURNING

WHO CAME BACK?

#### New Visitors

74%

#### New Visitor % Change

-7%

#### Returning Visitors

25%

Vs. March 2017

### 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

-5%

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	13,902
<u>Our Blog</u>	2,170	Avg. Time on Page	03:52
<u>25 Pandora Stations to Tune Into</u>	1,004	Bounce Rate	44.83%
<u>How to Take Photos That Will Get You Noticed</u>	784		
<u>9 Ways to Green Up Your Studio This Spring</u>	570		
<u>Sola Spotlight: Amanda Fagan and Alex Sylvester</u>	518		
<u>8 Ways to Dramatically Improve Your Salon Business</u>	503		
<u>10 Apps That'll Have You Editing Your Pics Like a Pro</u>	464		
<u>10 Tips to Sell Retail Like Hotcakes</u>	419		
<u>Spa-lendid Mother's Day Promotions</u>	355		
<u>10 Ways to Organize and Update Your Salon</u>	336		

## EXIT PAGES

USERS LEAVE FROM THESE PAGES

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

## TIME ON SITE

AVG. TIME SPENT + PAGES/VISIT

Time on Site	04:11
Pages/Session	3.6