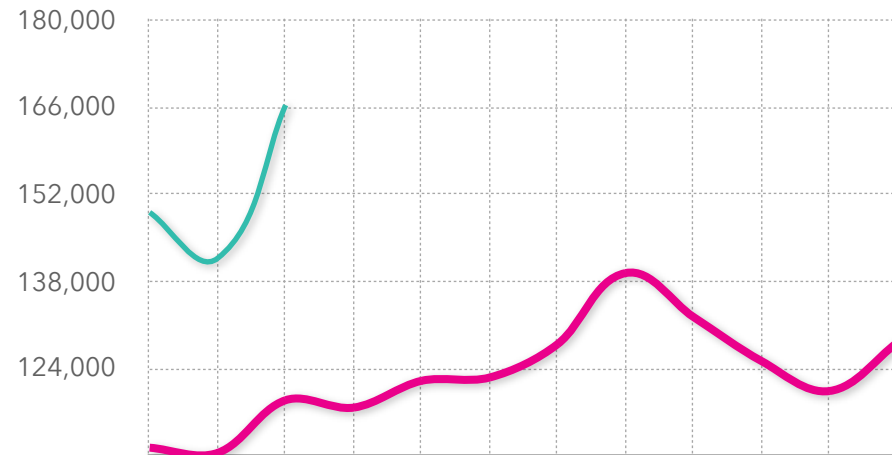


## MARCH 2017 | solasalonstudios.com

### WHO CAME TO VISIT?

#### VISITS | # of times our website was accessed



#### VISITOR DETAILS | Overall website stats

	March-17 Current Month	Feb-17 Previous Month	% Change	March-16 Previous Year	% Change
Visits	166,287	141,671	17%	110,387	51%
Unique Visitors	134,797	115,164	17%	89,800	50%
New Visitors	122,348	103,676	18%	81,383	50%
Returning Visitors	12,449	11,488	8%	8,417	48%
Mobile Traffic	116,091	99,252	17%	73,857	57%
Desktop Traffic	50,196	42,419	18%	36,530	37%

	January	February	March	April	May	June	July	August	September	October	November	December
2016	111,225	110,387	118,857	117,664	121,977	122,501	127,868	139,289	132,219	125,140	120,331	128,130
2017	149,035	141,671	166,287									

### UNIQUE VISITS

VISITS + 1<sup>ST</sup> TIME VISITORS

134,797

People visited the site

122,348

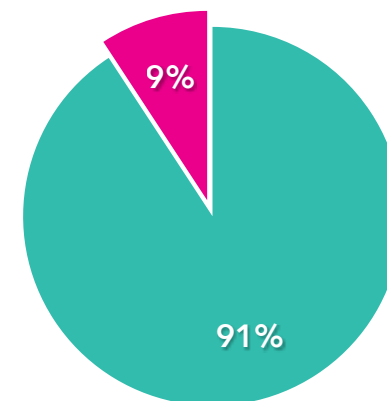
First-time visits to the site

12,449

Return visits to the site

### NEW VS. RETURNING

WHO CAME BACK?



New Visitor % Change

18%

Vs. February 2017

● New Visitors  
● Returning Visitors

## REFERRALS

HOW OUR VISITORS GOT TO THE SITE

Source	% of Traffic
Organic Search	66%
Referral	3%
Email	N/A
Direct	18%
Social	12%

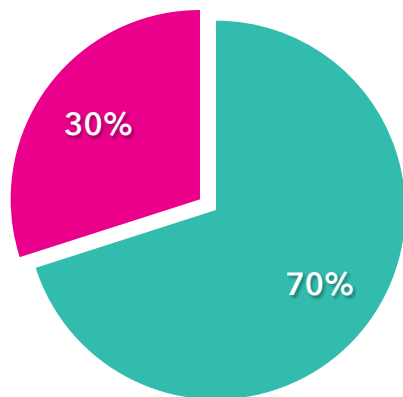
## TOP REFERRERS

WHO IS SENDING US TRAFFIC

Site	Visits
<a href="#">devacurl.com</a>	143
<a href="#">modernsalon.com</a>	116
<a href="#">naturallycurly.com</a>	84
<a href="#">charlottemagazine.com</a>	38
<a href="#">shoprivergate.com</a>	38

## DEVICE

THE DEVICE THEY USED TO VIEW OUR SITE



Mobile % Change

17%

Vs. February 2017

- Mobile Traffic
- Desktop Traffic

## LOCATION

TOP REGIONS THAT VISITED OUR SITE

Region	Visits
Los Angeles	13,163
Detroit	7,942
Denver	7,425
Bay Area	7,099
DC	6,691

## BLOG

TOP POSTS + PAGE VIEWS

Page	Views	Overall Page Views	15,404
1. 10 Ways to Organize and Update Your Salon	1,473	Avg. Time on Page	8:30
2. Do What You Love and Make More Money	945	Bounce Rate	82.62%
3. Five Essential Spring Cleaning Tips	941		
4. 25 Pandora Stations to Tune Into	764		
5. Sola Spotlight: Daniel and Diane Miniel	676		
6. 10 Tips to Sell Retail Like Hotcakes	470		
7. Solving the Pricing Dilemma	356		
8. 10 Apps That'll Have You Editing Your Pics Like a Pro	333		
9. Six of Our Favorite Flat Irons on the Market	310		
10. Reset, Relax and Rejuvenate	306		

## EXIT PAGES

USERS THAT LEAVE FROM THESE PAGES W/OUT ACTIVITY

Page	Exits
Home	9,518
Locations	3,158
About Us	3,095
Contact Us	3,016

## TIME ON SITE

AVG. TIME SPENT + PAGES/VISIT

Time on Site	9:25
Pages/Session	3.50

Page	Exits
Gallery	2,954

# ANALYSIS

## OBSERVATIONS + RECOMMENDATIONS

- Lorem ipsum dolor sit amet, brute omnes eligendi in cum, in eos malis viris delicata, eam verterem legendos antiopam cu. At persius detracto interpretaris est, nec etiam quaerendum ei. At postea essent vel, homero facilisis liberavisse cum ne, porro aperiri definitionem usu ei. Impedit convenire in vis.
- Quo et nulla movet mediocritatem. Eam quem facilisis ut. Ius id probatus gloriatur constituam. Per ut unum illud.
- Pro persius intellegebat in, eum dicit commodo mediocre ne. Meis habeo falli an his, per an reque tollit singulis. Qui impedit inciderint at, cu liber impetus expetenda vel. Duis apeirian repudiare ei per. Nam erant viris te, ius in simul inermis dissentiet.
- At falli probatus qui, pri id libris aperiri delenit, graeci discere ut eum. Vim et tota fugit, ad ullum intellegat vel. Modo necessitatibus no eum, delectus similique posidonium his ne. Pro cu aperiri utroque propriae, his id disputando neglegntur. Nisl exerci splendide eam ea, ad vide eruditi principes sed.
- Mel facete causae voluptatibus ex, ad falli sonet pri, sit te hinc similique. Ea modus eruditi mel, odio eros vidisse eu vix. Vis dicit noster gubergren et. In mucius graecis eos, mel in voluptua senserit. Has timeam aperiam denique ad.
- Id cibo ullamcorper eam, his eu omnis salutatus. Ut sonet ponderum democritum sed, te zril mentitum dissentiunt vis, ex vim omnesque explicari. Ea qui tollit suscipit, no per iudico expetenda. No cum debitis expetendis, ad facete appetere has.