

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
Sem	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
blog1.com	143	Avg. Time on Page	8:30
blog2.com	116	Bounce Rate	82.62%
blog3.com	89		

EXIT PAGES

USERS LEAVE FROM THESE PAGES

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

TIME ON SITE

AVG. TIME SPENT + PAGES/VISIT

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