

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

141,671

People visited the site

103,731

First-time visits to the site

37,940

Return visits to the site

NEW VS. RETURNING

WHO CAME BACK?

New Visitors

73%

New Visitor % Change

0%

Returning Visitors

26%

Vs. January 2017

REFERRALS

HOW OUR VISITORS GOT TO THE SITE

Source	% of Traffic
Organic Search	66%
Referral	3%
Social	12%

TOP REFERRERS

WHO IS SENDING US TRAFFIC

Site	Visits
google	319,856
(direct)	87,202
m.facebook.com	19,564
bing	18,759
yahoo	11,231
l.facebook.com	5,398
lm.facebook.com	4,733

DEVICE

THE DEVICE THEY USED TO VIEW OUR SITE

Mobile Traffic

70%

Desktop Traffic

30%

Mobile % Change

17%

Vs. April 2017

LOCATION

TOP REGIONS THAT VIEWED OUR SITE

Region	Visits
Los Angeles	12,297
Chicago	11,617
Denver	10,234
Dallas	10,206
Charlotte	9,204
Houston	8,918
(not set)	8,187

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	8,046
All Locations	2,723
Own Your Salon	2,701
Contact Us	2,693
About Us	2,626
Find a Salon Professional Near You	2,337
Gallery	2,314

TIME ON SITE

AVG. TIME SPENT + PAGES/VISIT

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