

# WHO CAME TO VISIT?

## VISITOR DETAILS | Overall Website Stats

	Apr-17 Current Month	Mar-17 Previous Month	% Change	Apr-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

86,675

People visited the site

63,287

First-time visits to the site

23,388

Return visits to the site

## NEW VS. RETURNING

WHO CAME BACK?

### New Visitors

73%

### New Visitor % Change

-1%

### Returning Visitors

26%

Vs. February 2015

## 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
<a href="http://devacurl.com">devacurl.com</a>	143
<a href="http://modernsalon.com">modernsalon.com</a>	116
<a href="http://shoprivergate.com">shoprivergate.com</a>	89

## DEVICE

THE DEVICE THEY USED TO VIEW OUR SITE

### Mobile Traffic

70%

### Desktop Traffic

30%

### Mobile % Change

17%

Vs. March 2017

## LOCATION

TOP REGIONS THAT VIEWED OUR SITE

### Region

### Visits

Los Angeles

13,143

Detroit

7,116

Denver

789

## BLOG

TOP POSTS + PAGE VIEWS

### Page

### Views

[blog1.com](#)

143

[blog2.com](#)

116

[blog3.com](#)

89

Overall Page Views

15,404

Avg. Time on Page

8:30

Bounce Rate

82.62%

## EXIT PAGES

USERS LEAVE FROM THESE PAGES

### Page

### Exits

[Sola Salon Studios](#)

4,034

[Sola Salon Studios](#)

2,893

[Gallery](#)

2,734

[Own Your Salon](#)

1,672

[About Us](#)

1,564

## TIME ON SITE

AVG. TIME SPENT + PAGES/VISIT

Time on Site

9:25

Pages/Session

3:50