

## 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

100,916

People visited the site

74,843

First-time visits to the site

26,073

Return visits to the site

## NEW VS. RETURNING

WHO CAME BACK?

## New Visitors

74%

## New Visitor % Change

1%

Vs. April 2017

## Returning Visitors

25%

## REFERRALS

HOW OUR VISITORS GOT TO THE SITE

Source	% of Traffic
Organic	74%
(none)	15%
Referral	9%
CPC	N/A
Banner	N/A
Social	N/A

## TOP REFERRERS

WHO IS SENDING US TRAFFIC

Site	Visits
google	244,279
(direct)	55,513
bing	12,378
yahoo	8,263
m.facebook.com	7,159
yelp.com	2,949
m.yelp.com	2,797

## DEVICE

THE DEVICE THEY USED TO VIEW OUR SITE

### Mobile Traffic

67%

### Mobile % Change

-2%

### Desktop Traffic

32%

Vs. April 2017

## LOCATION

TOP REGIONS THAT VIEWED OUR SITE

Region	Visits
Los Angeles	9,760
Chicago	9,425
Denver	8,221
Houston	6,870
Dallas	6,854
(not set)	6,833
Charlotte	6,609

## BLOG

TOP POSTS + PAGE VIEWS

Page	Views	Overall Page Views	15,404
<u>Our Blog</u>	1,331	Avg. Time on Page	8:30
<u>How to Take Photos That Will Get You Noticed</u>	824	Bounce Rate	82.62%
<u>25 Pandora Stations to Tune Into</u>	655		
<u>Retailing Tips from the Pros</u>	606		
<u>Spa-lendid Mother's Day Promotions</u>	391		
<u>Sola Spotlight: Julie Cooper</u>	325		
<u>10 Apps That'll Have You Editing Your Pics Like a Pro</u>	297		
<u>10 Tips to Sell Retail Like Hotcakes</u>	276		
<u>7 Things You Might Not Know About Sola</u>	261		
<u>Faces of Sola Series: Shaila Paredes</u>	234		

## EXIT PAGES

USERS LEAVE FROM THESE PAGES

Page	Exits
<u>Sola Salon Studios</u>	5,897
<u>All Locations</u>	1,944
<u>Contact Us</u>	1,896
<u>About Us</u>	1,869
<u>Own Your Salon</u>	1,759
<u>Find a Salon Professional Near You</u>	1,742
<u>Gallery</u>	1,606

## TIME ON SITE

AVG. TIME SPENT + PAGES/VISIT

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