

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

134,797

People visited the site

122,348

First-time visits to the site

12,499

Return visits to the site

NEW VS. RETURNING

WHO CAME BACK?

New Visitors

91%

New Visitor % Change

18%

Vs. March 2017

Returning Visitors

9%

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
devacurl.com	143
modernsalon.com	116
shoprivergate.com	89

DEVICE

THE DEVICE THEY USED TO VIEW OUR SITE

Mobile Traffic

70%

Mobile % Change

17%

Desktop Traffic

30%

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

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

[/](#)

9,518

[/locations](#)

3,158

[/about-us](#)

3,095

[/contact-us](#)

3,016

[/gallery](#)

2,954

[/salon-professionals](#)

2,793

[/own/](#)

2,594

[/own-your-salon](#)

2,350

[/blog/10-ways-to-organize-and-update-your-salon](#)

1,216

[/locations/west-bloomfield](#)

1,073

TIME ON SITE

AVG. TIME SPENT + PAGES/VISIT

Time on Site

9:25

Pages/Session

3:50