

WHO CAME TO VISIT?

VISITOR DETAILS | Overall Website Stats

	Feb-17 Current Month	Jan-17 Previous Month	% Change	Feb-16 Previous Year	% Change
Visits	504,405	514,094	-2%	420,031	20%
New Visitors	365,681	375,019	-3%	311,102	17%
Returning Visitors	138,724	139,075	-1%	108,929	27%
Mobile Traffic	99,193	105,639	-7%	73,857	34%
Desktop Traffic	42,478	43,396	-3%	36,530	16%

	January	February	March	April	May	June	July	August	September	October	November	December
2016	430,127	420,031	459,971	437,506	439,152	435,438	448,435	490,046	457,337	440,339	414,476	411,544
2017	514,094	504,405										

UNIQUE VISITS

VISITS + 1ST TIME VISITORS

504,405

People visited the site

365,681

First-time visits to the site

138,724

Return visits to the site

NEW VS. RETURNING

WHO CAME BACK?

New Visitors

72%

New Visitor % Change

-2%

Returning Visitors

27%

Vs. January 2017

REFERRALS

HOW OUR VISITORS GOT TO THE SITE

Source	% of Traffic
Organic Search	70%
Direct	17%
Social	8%
Paid Search	1%
Referral	1%

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%

Mobile % Change

-7%

Desktop Traffic

29%

Vs. January 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	14,310
<u>Our Blog</u>	2,062	Avg. Time on Page	03:50
<u>My Journey Through Sola Salons: Samantha Ploskonka</u>	1,993	Bounce Rate	37.39%
<u>5 Ways to Work Smarter & Not Harder</u>	1,832		
<u>25 Pandora Stations to Tune Into</u>	661		
<u>10 Tips to Sell Retail Like Hotcakes</u>	461		
<u>11 Valentine's Day Marketing Ideas To Love</u>	392		
<u>One for the Money, Two for the Show: Sola Owner and Singer-Songwriter Holiday Childress Waxes on Beats, Beauty, and Balance</u>	372		
<u>6 Steps to a Rockstar Referral Program</u>	330		
<u>Solving the Pricing Dilemma</u>	314		
<u>Five Ways to Put Your Business Card to Use</u>	311		

EXIT PAGES

USERS LEAVE FROM THESE PAGES

Page	Exits
<u>Sola Salon Studios</u>	8,046
<u>All Locations</u>	2,723
<u>Own Your Salon</u>	2,701
<u>Contact Us</u>	2,693
<u>About Us</u>	2,626
<u>Find a Salon Professional Near You</u>	2,337
<u>Gallery</u>	2,314

TIME ON SITE

AVG. TIME SPENT + PAGES/VISIT

Time on Site	04:03
Pages/Session	3.8