

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

166,287

People visited the site

122,270

First-time visits to the site

44,017

Return visits to the site

NEW VS. RETURNING

WHO CAME BACK?

New Visitors

73%

New Visitor % Change

0%

Vs. February 2017

Returning Visitors

26%

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	387,160
(direct)	97,559
bing	19,146
m.facebook.com	18,884
yahoo	12,042
lm.facebook.com	4,517
yelp.com	4,487

DEVICE

THE DEVICE THEY USED TO VIEW OUR SITE

Mobile Traffic

69%

Desktop Traffic

30%

Mobile % Change

-1%

Vs. February 2017

LOCATION

TOP REGIONS THAT VIEWED OUR SITE

Region	Visits
Los Angeles	15,052
Chicago	14,724
Denver	13,851
Dallas	11,423
Charlotte	9,666
Atlanta	9,557
(not set)	9,520

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	9,518
All Locations	3,158
About Us	3,095
Contact Us	3,016
Gallery	2,954
Find a Salon Professional Near You	2,793
Own Your Salon	2,594

TIME ON SITE

AVG. TIME SPENT + PAGES/VISIT

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