

## WHO CAME TO VISIT?

## VISITOR DETAILS | Overall Website Stats

	May-17 Current Month	Apr-17 Previous Month	% Change	May-16 Previous Year	% Change
Visits	369,056	540,392	-32%	439,152	-16%
New Visitors	275,563	400,696	-32%	328,191	-17%
Returning Visitors	93,493	139,696	-34%	110,961	-16%
Mobile Traffic	71,667	110,448	-36%	81,740	-13%
Desktop Traffic	33,757	47,426	-29%	40,237	-17%

	January	February	March	April	May	June	July	August	September	October	November	December
2016	311,958	300,511	324,147	305,517	307,641	304,725	323,091	341,619	317,167	303,413	284,437	284,871
2017	352,439	338,973	383,126	358,282	244,472							

## UNIQUE VISITS

VISITS + 1ST TIME VISITORS

369,056

People visited the site

275,563

First-time visits to the site

93,493

Return visits to the site

## NEW VS. RETURNING

WHO CAME BACK?

## New Visitors

74%

## New Visitor % Change

-32%

## Returning Visitors

25%

Vs. April 2017

## 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	255,285
(direct)	58,128
bing	12,798
yahoo	8,482
m.facebook.com	7,543
yelp.com	3,038
m.yelp.com	2,970

## DEVICE

THE DEVICE THEY USED TO VIEW OUR SITE

### Mobile Traffic

67%

### Mobile % Change

-36%

### Desktop Traffic

32%

Vs. April 2017

## LOCATION

TOP REGIONS THAT VIEWED OUR SITE

Region	Visits
Los Angeles	10,262
Chicago	9,923
Denver	8,543
Dallas	7,231
Houston	7,211
(not set)	7,178
Charlotte	6,850

## BLOG

TOP POSTS + PAGE VIEWS

Page	Views	Overall Page Views	9,412
<u>Our Blog</u>	1,375	Avg. Time on Page	02:04
<u>How to Take Photos That Will Get You Noticed</u>	826	Bounce Rate	51.18%
<u>25 Pandora Stations to Tune Into</u>	682		
<u>Retailing Tips from the Pros</u>	610		
<u>Spa-lendid Mother's Day Promotions</u>	391		
<u>Sola Spotlight: Julie Cooper</u>	335		
<u>10 Apps That'll Have You Editing Your Pics Like a Pro</u>	311		
<u>10 Tips to Sell Retail Like Hotcakes</u>	284		
<u>7 Things You Might Not Know About Sola</u>	278		
<u>Faces of Sola Series: Shaila Paredes</u>	242		

## EXIT PAGES

USERS LEAVE FROM THESE PAGES

Page	Exits
<u>Sola Salon Studios</u>	6,159
<u>All Locations</u>	2,029
<u>Contact Us</u>	1,972
<u>About Us</u>	1,953
<u>Own Your Salon</u>	1,820
<u>Find a Salon Professional Near You</u>	1,820
<u>Gallery</u>	1,672

## TIME ON SITE

AVG. TIME SPENT + PAGES/VISIT

Time on Site	03:45
Pages/Session	4.0