

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

100,432

People visited the site

74,484

First-time visits to the site

25,948

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 | 243,143 |
| (direct) | 55,197 |
| bing | 12,330 |
| yahoo | 8,245 |
| m.facebook.com | 7,130 |
| yelp.com | 2,934 |
| m.yelp.com | 2,793 |

DEVICE

THE DEVICE THEY USED TO VIEW OUR SITE

Mobile Traffic

67%

Desktop Traffic

32%

Mobile % Change

-2%

Vs. April 2017

LOCATION

TOP REGIONS THAT VIEWED OUR SITE

| Region | Visits |
|-------------|--------|
| Los Angeles | 9,712 |
| Chicago | 9,382 |
| Denver | 8,156 |
| Houston | 6,822 |
| Dallas | 6,819 |
| (not set) | 6,797 |
| Charlotte | 6,576 |

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 | 5,859 |
| All Locations | 1,931 |
| Contact Us | 1,889 |
| About Us | 1,853 |
| Own Your Salon | 1,753 |
| Find a Salon Professional Near You | 1,736 |
| Gallery | 1,592 |

TIME ON SITE

AVG. TIME SPENT + PAGES/VISIT

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