

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

86,675

People visited the site

63,287

First-time visits to the site

23,388

Return visits to the site

NEW VS. RETURNING

WHO CAME BACK?

New Visitors

73%

New Visitor % Change

-1%

Returning Visitors

26%

Vs. February 2015

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%

Desktop Traffic

30%

Mobile % Change

17%

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

[blog1.com](#)

143

[blog2.com](#)

116

[blog3.com](#)

89

Overall Page Views

15,404

Avg. Time on Page

8:30

Bounce Rate

82.62%

EXIT PAGES

USERS LEAVE FROM THESE PAGES

Page

Exits

[Sola Salon Studios](#)

4,034

[Sola Salon Studios](#)

2,893

[Gallery](#)

2,734

[Own Your Salon](#)

1,672

[About Us](#)

1,564

TIME ON SITE

AVG. TIME SPENT + PAGES/VISIT

Time on Site

9:25

Pages/Session

3:50