

Organic Search Traffic

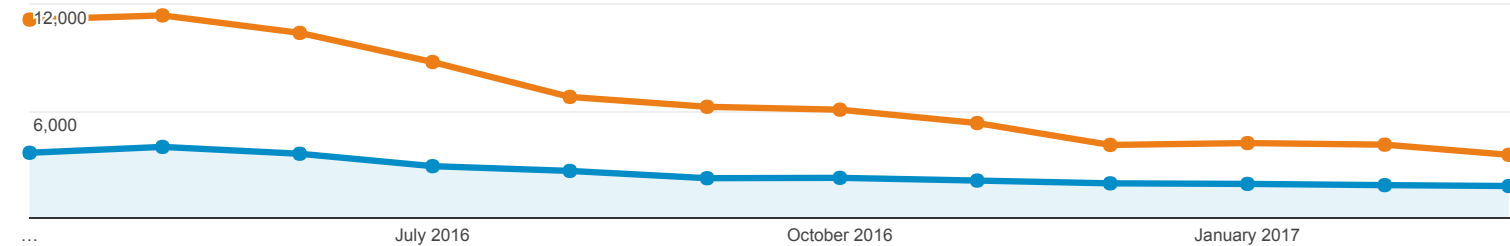
Apr 1, 2016 - Mar 31, 2017
Compare to: Apr 1, 2015 - Mar 31, 2016

All Users
-6.96% Sessions

Explorer

Summary

Apr 1, 2016 - Mar 31, 2017: Sessions
Apr 1, 2015 - Mar 31, 2016: Sessions



Keyword	Acquisition			Behavior			Conversions		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
	62.16% ↓ 31,086 vs 82,144	1.68% ↓ 74.66% vs 75.94%	62.79% ↓ 23,210 vs 62,379	1.33% ↑ 86.79% vs 87.96%	2.45% ↑ 1.25 vs 1.22	2.75% ↑ 00:00:38 vs 00:00:37	0.00% 0.00% vs 0.00%	0.00% 0 vs 0	0.00% \$0.00 vs \$0.00
1. (not set)									
Apr 1, 2016 - Mar 31, 2017	15,567 (50.08%)	74.99%	11,673 (50.29%)	84.54%	1.32	00:00:44	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	49,089 (59.76%)	74.73%	36,686 (58.81%)	87.17%	1.24	00:00:39	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-68.29%	0.34%	-68.18%	-3.02%	6.57%	12.50%	0.00%	0.00%	0.00%
2. imei check									
Apr 1, 2016 - Mar 31, 2017	2,207 (7.10%)	40.73%	899 (3.87%)	91.12%	1.12	00:00:46	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	4,960 (6.04%)	60.95%	3,023 (4.85%)	91.01%	1.15	00:00:33	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-55.50%	-33.17%	-70.26%	0.12%	-2.86%	38.56%	0.00%	0.00%	0.00%
3. amta									
Apr 1, 2016 - Mar 31, 2017	500 (1.61%)	58.80%	294 (1.27%)	77.20%	1.42	00:00:40	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	1,276 (1.55%)	39.66%	506 (0.81%)	83.15%	1.36	00:00:54	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-60.82%	48.28%	-41.90%	-7.16%	5.03%	-25.00%	0.00%	0.00%	0.00%
4. amta imei check									
Apr 1, 2016 - Mar 31, 2017	391 (1.26%)	31.46%	123 (0.53%)	89.77%	1.17	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	217 (0.26%)	41.01%	89 (0.14%)	89.40%	1.16	00:00:28	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	80.18%	-23.30%	38.20%	0.41%	1.09%	-41.20%	0.00%	0.00%	0.00%
5. imei check australia									
Apr 1, 2016 - Mar 31, 2017	320 (1.03%)	53.12%	170 (0.73%)	88.75%	1.16	00:00:27	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	314 (0.38%)	64.01%	201 (0.32%)	90.45%	1.14	00:00:37	0.00%	0 (0.00%)	\$0.00 (0.00%)

% Change	1.91%	-17.01%	-15.42%	-1.88%	1.68%	-26.10%	0.00%	0.00%	0.00%
6. imei checker									
Apr 1, 2016 - Mar 31, 2017	221 (0.71%)	71.95%	159 (0.69%)	92.31%	1.14	00:00:16	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	1,173 (1.43%)	80.90%	949 (1.52%)	91.30%	1.14	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-81.16%	-11.07%	-83.25%	1.10%	-0.18%	-31.57%	0.00%	0.00%	0.00%
7. check imei									
Apr 1, 2016 - Mar 31, 2017	158 (0.51%)	60.76%	96 (0.41%)	94.94%	1.08	00:00:07	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	579 (0.70%)	61.14%	354 (0.57%)	95.16%	1.08	00:00:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-72.71%	-0.62%	-72.88%	-0.24%	0.00%	-56.54%	0.00%	0.00%	0.00%
8. imei block									
Apr 1, 2016 - Mar 31, 2017	129 (0.41%)	53.49%	69 (0.30%)	87.60%	1.20	00:01:09	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	174 (0.21%)	63.22%	110 (0.18%)	87.93%	1.16	00:00:19	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-25.86%	-15.39%	-37.27%	-0.38%	3.50%	270.60%	0.00%	0.00%	0.00%
9. amta imei									
Apr 1, 2016 - Mar 31, 2017	128 (0.41%)	60.16%	77 (0.33%)	85.94%	1.16	00:00:42	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	254 (0.31%)	33.86%	86 (0.14%)	91.73%	1.09	00:00:24	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-49.61%	77.67%	-10.47%	-6.32%	6.36%	75.29%	0.00%	0.00%	0.00%
10. imei number check									
Apr 1, 2016 - Mar 31, 2017	109 (0.35%)	69.72%	76 (0.33%)	89.91%	1.24	00:00:32	0.00%	0 (0.00%)	\$0.00 (0.00%)
Apr 1, 2015 - Mar 31, 2016	346 (0.42%)	83.53%	289 (0.46%)	90.75%	1.15	00:00:22	0.00%	0 (0.00%)	\$0.00 (0.00%)
% Change	-68.50%	-16.52%	-73.70%	-0.93%	7.40%	40.39%	0.00%	0.00%	0.00%