

JoyeGroup Website Traffic Report

2018 Review

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{SOLUTIONS}

Visits & Popular pages – New site to End of Year

There were approximately 838 pageviews, with 695 unique pageviews (not a user re-viewing a page). The average time spent on each page is 1'28".

The page popularity is as follows: Page Name (percent views) - ave. time on page

1. Home (55%) - 2'08"
2. About (13%) - 1'16"
3. IT Leadership (10%) - 1'06"
4. Cyber Security (8%) - 0'36"
5. Project Management (8%) - 1'02"
6. Subject Matter Experts (6%) - 1'22"

I think we should see the time spent on the Cyber Security page go up, now that we have the case studies. If we don't, we'll know we need to format or write the content differently.

Your previous site, during that same time period but in 2017, had 418 page views, 371 unique pageviews, and the average time per page was 48 seconds. Your new site's numbers represent nearly a doubling of both pageviews and time spent per page, or a 4x increase in the amount of time your site was being browsed. This is pretty cool!

How and Where People Arrive

The majority (58%) of people arrived via Direct Request. 16% came from Search and 24% came from referral, with the remaining from Social (primarily LinkedIn). Those who arrive via search viewed approximately 3.48 pages per session. Direct visitors viewed 1.76 pages per session.

What People Use

The previous version of the site had a mobile usage rate of 8%. With the more mobile friendly version, mobile usage rate doubled to 16.5%. The actual number of mobile views went up even more – in a 30 day window from February to early March, you only had one mobile session. In a 30 day window in May, there were 21. Many of your users are on Desktops – the new site percent for the year was 83.5%, with 16.5% on cell phones and tablets.

Where they're located

35% of your visitors are in South Carolina – primarily the greater Columbia area and Myrtle Beach. Most of the rest are located in Virginia, North Carolina, and Georgia.