

# JoyeGroup Website Traffic Report

## 2019 Q2

meghan smith  
{SOLUTIONS}

### Visits & Popular pages

There were 178 pageviews, a 47% decrease over the previous quarter. The pages view per session dropped from 2.23 to 1.52, and the session duration dropped from 1'17" to 1'00".

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

1. Home (66%) - 2'48"
2. About (13%) - 1'59"
3. IT Leadership (6%) - 0'16"
4. Project Management (5%) - 0'38"
5. Cyber Security (3%) - 0'15"
6. Subject Matter Experts (3%) - 0'19"

The time per page went down on average, for every page except the home page. Cyber Security, IT Leadership, & SME pages all have low viewing times. Lets revisit the content on these.

### How and Where People Arrive

For the first time, more users arrived via Organic Search than via Direct Request (47% and 41%) with the remaining from referral or social. Pageviews per session and session times were down in all segments.

### What People Use

The total breakdown was 20% mobile, 1% tablet, and 79% desktop. This is a slight drop in mobile percentage, but not necessarily significant. Most of your users are on up-to-date browsers, but a significant percentage are using Internet Explorer. This is just good to keep in mind for testing purposes, as IE works differently than the modern browsers.

### Where they're located

Again, close to 40% of your users were from South Carolina, with some from NC and GA as well. There were groups of hits in the North-East as well.

### Takeaways

We'll want to understand why page views have gone down. I'll check all google references and webmaster tools. Is it a cyclical thing?