

JoyeGroup Website Traffic Report

2019 Q3 & Year to Date

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{SOLUTIONS}

Visits & Popular pages

There were 256 pageviews, a 43% increase over the previous quarter. The pages view per session dropped from 2.23 to 1.52, and the session duration raised from 1'00" to 1'33".

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

1. Home (60%) - 1'17"
2. About (17%) - 1'58"
3. IT Leadership (9%) - 1'35"
4. Project Management (6%) - 0'38"
5. Cyber Security (5%) - 2'55"
6. Subject Matter Experts (3%) - 0'52"

The time per page went up significantly for many of the pages over last quarter – they're much more even, now.

Compared to the previous 9 months, the pageviews have decreased a couple of percent, but the average time on the page increased a couple of percent. Your Cyber Security & IT Leadership pages have increased in views, while the others were about the same.

How and Where People Arrive

Last quarter, more users arrived via Organic Search than via Direct Request (47% and 41%) with the remaining from referral or social. This quarter, you had a 51% increase in the number of direct visitors and a 17% increase in the number arrived via Organic Search. Pageviews per session and session times were up across the segments, bringing them back in line with YTD numbers

Compared to the previous 9 months, this year to date saw a 105% increase in the number of users who arrived via organic search. I think this means you're getting good visibility in searches. Most of the search terms relate to your name, so we may want to look at keyword searches.

What People Use

The total breakdown for Q3 was only 6% mobile, 3% tablet, and 91% desktop. This is a significant drop in mobile percentage and we'll want to keep an eye on this. 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.

Comparing YTD over the previous 9 months, mobile & tablet percentages went up about

4%. There weren't any significant browser differences.

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 west coast as well this quarter – Oregon & California. There aren't any major differences quarter-to-quarter or YTD over previous period.