

JoyeGroup Website Traffic Report

June to August of 2018

meghan smith
{SOLUTIONS}

Visits & Popular pages

There were approximately 175 pageviews in May, with 139 unique pageviews (not a user re-viewing a page).

The page popularity was (with percentages & change in parentheses):

1. Home (53%) (↑3%)
2. About (15.5%) (↑8.5%)
3. IT Leadership (10%) (↓3.5%)
4. Cyber Security (8%) (↓7.5%)
5. Project Management (5.5%) (↓4.5%)
6. Subject Matter Experts (4%)

How and Where People Arrive

The majority (75%) of people arrived via Direct Request, the percentage of which is up from the previous term. 21% came from search & referral, with the remaining from Social (primarily LinkedIn). Those who arrive via search viewed approximately 3.2 pages per session. Direct visitors viewed 1.75 pages per session. 4.5% were returning visitors, while 95.5% were new visitors – that's huge.

What People Use

Many of your users were on Desktops (81%), with 19% on cell phones and tablets. For browsers, 61% were on Chrome, 18% on Safari, 7% on Edge, 5% on Firefox and 5% on Internet Explorer.

Where they're located

32% 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. There was a large spike of pageviews from the Coffeyville, KS area. I'm not able to explain that – they arrived directly, not from search or referral, and 2/3 of the views were on mobile.

Recommended Action Items:

- Refresh header images to keep site up to date
- Revisit subject areas – blurbs & pages to remain aligned with business needs