

JoyeGroup Website Traffic Report

2020 Q2

meghan smith
{SOLUTIONS}

Visits & Popular pages

There were 350 pageviews, a 21% increase over the previous quarter. The pages view per session increased from the 2019 average, to 2.3. Overall sessions was 152, which is on par with Q1's 149. The session duration was a touch lower than Q1 and 2019, at 1'10" per page.

The page popularity is as follows: Page Name – Q2%, Q1%

1. Home – 42%, 48%
2. About - 15%, 18%
3. IT Leadership - 7%, 9%
4. Project Management – 6%, 8%
5. Cyber Security - 5%, 12%
6. Subject Matter Experts 6%, 9%

Cyber Security got a lot fewer views, as that was removed from the site during the quarter.

How and Where People Arrive

Both Organic Search and Referrals increased their percentages for driving users to your site. Organic search increased 81% over Q1, and referrals 43%. The total breakdowns are: Direct: 45.4%, Organic Search: 38.2%, Referral 13.2%, Social: 3.3%. The referrals are primarily from LinkedIn, so we know that users are moving from LinkedIn to your website.

What People Use

Mobile has eeked up to be now 15% of your sessions.

Chrome is the most-used browser, with Edge taking 10.5%. After that are Safari and Firefox, with Internet Explorer keeping a persistent 6.5% of your sessions.

There's no change in the recommendation for this – we still need to design for an increasing number of mobile users, but still need to test how things appear on Internet Explorer.

Where they're located

The vast majority of your site visitors are in SC, NC, GA, and VA, with a few scattered around other parts of the country. There hasn't been any significant change in location data between Q2 and Q1, or even going back to 2018.