

# JoyeGroup Website Traffic Report

## 2020 Q4

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{SOLUTIONS}

### Visits & Popular pages

There were 329 pageviews, down 10% from Q3, but a 60% increase over Q4 2019. The sessions increased by 109% to 207, but the pages per session went down compared to last year. The session duration was down compared to both last year & last quarter. With most people on the home page, it's probably time to revisit it and make sure the content makes sense. We can also check if there's anything about the design we'd like to revisit.

The page popularity is as follows: Page Name – Q4%, Q3%

1. Home – 62%, 40%
2. About -18%, 21%
3. IT Leadership - 8% 16%
4. Project Management –7%, 12%
5. Subject Matter Experts - 5%, 11%

### How and Where People Arrive

The total breakdowns are: Direct: 49.3%, Organic Search: 34.3%, Referral13.5%, Social: 2.9%. Compared to last quarter, referrals were up to 28 (from 9). The referrals are primarily from LinkedIn, same as last quarter.

### What People Use

Mobile was used by 23% of your users in Q4, where it had been more constant around 12-15% for 2020 and even 2019.

Chrome remains the most-used browser, with Edge taking 10%. After that are Safari and Mozilla/Firefox. Internet Explorer was only used for 2 sessions in Q4, and none in Q3.

In Q3, we wanted to wait to make a decision around IE, but with 2 sessions on IE in 6 months, I think we can safely quit testing for it. Any layout issues are likely to be minor, so it's a time saves. It's your call, though. I can test, still, and if something looks weird, I can screencap it for you to decide if you want it fixed or not.

### 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 going back to 2019, even. This is something I'll likely leave off future reports unless there's something odd.