

JoyeGroup Website Traffic Report

2022 Q1

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{SOLUTIONS}

Visits & Popular pages

There were 412 pageviews, down 17% from last quarter, but up 8% from last year Q1. The sessions were down, but the pages per-session increased 23 % from what it was 2021Q4. The session duration up a bit (4%) when compared to last quarter.

The page popularity is as follows: Page Name – Q1%, Q4%

1. Home – 55%, 59%
2. About – 20%, 15%
3. IT Leadership - 9%, 7%
4. Cyber Security – 6%, 2%
5. Project Management – 5%, 8%
6. Subject Matter Experts – 5%, 5%

How and Where People Arrive

The total breakdowns are: Direct: 65%, Organic Search: 27%, Referral 7%, Social: 1%. Compared to last quarter Direct is less and Organic Search is more.

What People Use

Mobile was used by 29% of your users in Q4. Last quarter, it was 37%. This says that the percentage of access on mobile continues to be a relevant portion of your traffic. We will continue to test all new updates on mobile browsers to ensure everything looks good there.

Chrome remains the most-used browser (Q1, about 60% of sessions), with Safari in second for 20%, Mozilla/Firefox & Edge at the end. No changes are suggested by this as Mozilla/Firefox & Chrome process CSS about the same, but it's interesting to see the shifting trends.

Other Considerations

1. Cyber Security blurb & page Updates
2. Homepage background of blue gears behind the boxes
3. Do you want to talk about refreshing the image from behind the form?
4. With the lesser commitment in the form, are you seeing any responses?