

JoyeGroup Website Traffic Report

2020 Q3

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{SOLUTIONS}

Visits & Popular pages

There were 365 pageviews, a slight increase over Q2, but a 42% increase over Q3 2019. The pages view per session increased from the Q3 2019 average, to 2.2 from 1.6. Overall sessions was 163, which is similar to both last quarter & this quarter last year. However, the session duration was significantly higher – up to 1'47" from 57" this quarter last year.

The page popularity is as follows: Page Name – Q3%, Q2%

1. Home – 40%, 42%
2. About - 21%, 15%
3. IT Leadership - 16%, 7%
4. Project Management – 12%, 8%
5. Subject Matter Experts - 11%, 9%
6. Cyber Security - 0%, 5%

Cyber Security dropped down to 0 as it was removed from the site in Q2.

How and Where People Arrive

The total breakdowns are: Direct: 55.88%, Organic Search: 35%, Referral 5.5%, Social: 3.7%. The referrals are primarily from LinkedIn, so we know that users are moving from LinkedIn to your website.

What People Use

Mobile is steadily being used by between 12-15% of your viewers. This hasn't change much over when compared to last quarter or last year.

Chrome is the most-used browser, with Edge taking 11.6%. After that are Safari and Mozilla/Firefox. Internet Explorer was not used last quarter (huzzah!).

There's little change in the recommendation for this immediately - we still need to design for an increasing number of mobile users while keeping IE in mind, but hopefully soon we can discontinue considering IE in the design – let's see what the Q4 numbers are, and then make a decision..

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.