

# JoyeGroup Website Traffic Report

## 2021 Q1

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{SOLUTIONS}

### Visits & Popular pages

There were 383 pageviews, up 16% from 2020Q4, a 32% increase over 2020Q1. The sessions also increased by 36% to 281, but the pages per session went down again to 1.36. The session duration was down compared to both last year & last quarter. What we said last quarter about revisiting the home page still makes sense. Let's try and draw people further in.

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

1. Home – 64%, 62%
2. About – 19%, 18%
3. IT Leadership – 6%, 8%
4. Project Management – 6%, 7%
5. Subject Matter Experts – 5%, 5%

### How and Where People Arrive

The total breakdowns are: Direct: 55.5%, Organic Search: 21%, Referral 21%, Social: 2.5%. Compared to last quarter, referrals doubled: 59 this quarter, 28 the one before, and 9 in 2020Q3. The referrals are primarily from LinkedIn.

### What People Use

Mobile was used by 38% of your users in Q1. Last quarter, it was 23%, and much of 2020 & 2019 it had hovered around 15%. We need to be sure we're testing any changes to ensure they look good on mobile screens.

Chrome remains the most-used browser, with Edge taking 10%. After that are Safari and Mozilla/Firefox. Internet Explorer was only used for 1 session in Q1, 2 sessions in 2020Q4, and none in 2020Q3. With this data, I think we can safely decide not to test for IE any longer.

### Other Considerations

I'd advise against moving the big image on the homepage further down. Research shows that faces on the page are engaging, and it's a standard for a reason that sites use a big 'Hero Image' to set the feel for their sites. That said, I agree we should revisit the phrasing of the sections. I also recommend adding a 'read more >>' style link at the bottom of them. Either just that phrase, or something like 'Check out our XYZ capabilities to see how we could help your business'. Give people a call to action & reason to click the squares.