

JoyeGroup Website Traffic Report

2021 Q4

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{SOLUTIONS}

Visits & Popular pages

There were 465 pageviews, up 40% from 2021Q3, and a 66% increase over 2021Q4. 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 – Q4%, Q3%

1. Home – 59%, 68%
2. About – 15%, 14%
3. IT Leadership – 7%, 6%
4. Project Management – 8%, 7%
5. Subject Matter Experts – 5%, 5%
6. Cyber Security – 2%, 0%

How and Where People Arrive

The total breakdowns are: Direct: 71%, Organic Search: 14%, Referral 12%, Social: 3%. Compared to last quarter referrals went down but the other types increased. They reclassified numbers from LinkedIn as Social instead of referrals, but even so, there were only 8 of those in 2021Q4.

What People Use

Mobile was used by 37% of your users in Q4. Last quarter, it was 32%, and much of 2021 it had been around 20-25%. This has been a steady increase over the years, as 2020 and 2019 were only in the teens or lower. This means we test everything on mobile to ensure the experience is good.

Chrome remains the most-used browser (about 50% of sessions), with Mozilla/Firefox now in second, followed by Safari & Edge. 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. I recommend the Solution Implementation Expertise page to hold Shari's testimonial. It'd add another face to that page, as we don't have a photo for

Bruce Burnett. Another option is to make hers the homepage one and move the current homepage one (Jim Bryant) to Solution Implementation Expertise.

2. We'll want to update the copyright date to 2022 on all pages
3. We put back Cyber Security in a rush – does the old content still describe what you'd like to do in that area? Are there any adjustments we should make to the homepage blurb for it, or any content on the page itself? It didn't capture a ton of views, but it wasn't up for the whole quarter, either.