

# JoyeGroup Website Traffic Report

## May 2018

meghan smith  
{SOLUTIONS}

### Visits & Popular pages

There were approximately 78 pageviews in May, with 66 unique pageviews.

The page popularity was (with percentages in parentheses):

1. Home (50%)
2. Cyber Security (15.5%)
3. IT Leadership (13.5%)
4. Project Management (10%)
5. About (7%)
6. Subject Matter Experts (4%)

### How and Where People Arrive

Most people arrive via Direct Request (69%), with 24% arriving via other search terms.

Those who arrive via search terms spend an average of close to 6 minutes on your site, while direct visits averaged just over 1 minute per visit. 9% were returning visitors, while 91% were new visitors.

### What People Use

Many of your users were on Desktops (74%), with 26% on cell phones and tablets. For browsers, 30% were on Chrome, 26% each on Edge and Safari, and 8% on Internet Explorer.

### Recommended Action Items:

- LinkedIn – Claim or share business page to allow updates
- LinkedIn – make text/content match website, point to website
- LinkedIn – Update logo file
- Update Cyber Security phrasing
- Personalize 404 page