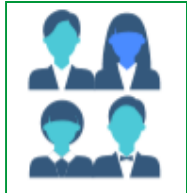


## 1) Website Traffic - Total Traffic with Comparative chart

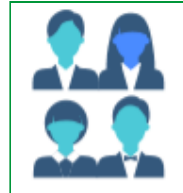
Users who have initiated at least one session during the date range



**February**

Users

**2,774**

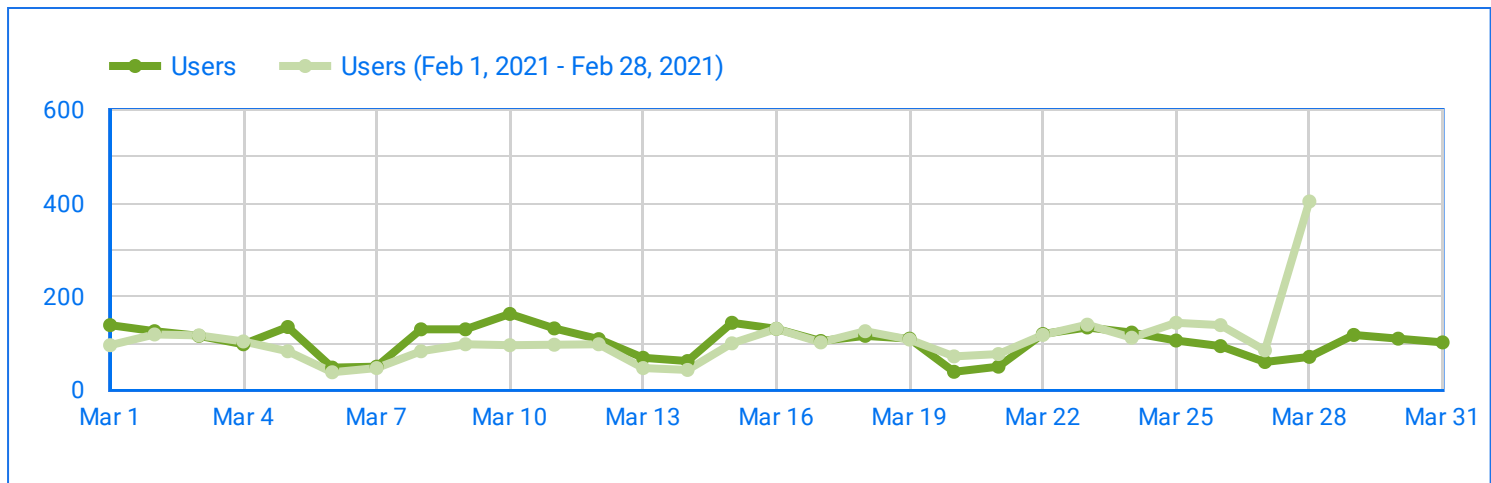


**March**

Users

**2,935**

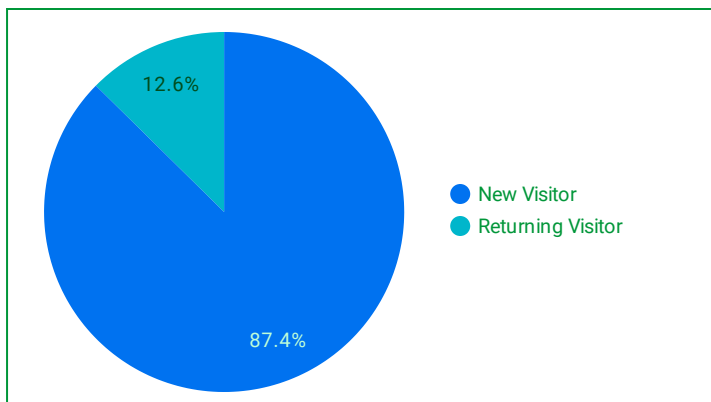
↑ 5.8%



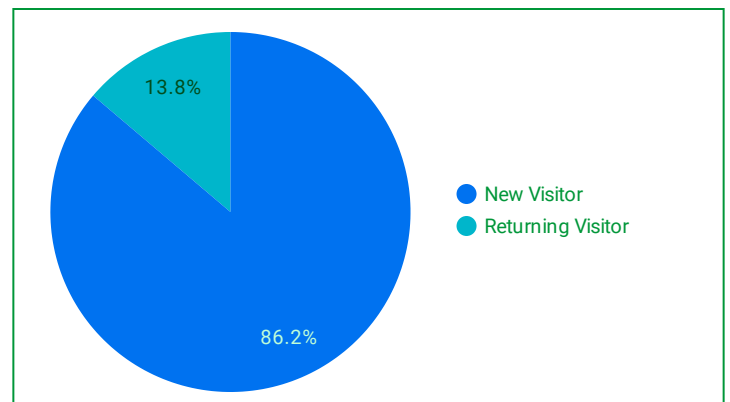
## 2) New Vs Returning Users

New users are the people who have never visited your website and are interacting for the first time. Returning users are those who have already visited before.

**February**



**March**



### 3) Sessions (Total Sessions & Avg. time per session)

Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website, app, etc. All usage data (Screen Views, Events, Ecommerce, etc.) is associated with a session.



#### February

Sessions

3,288



#### March

Sessions

3,580

↑ 8.9%

The average amount of time users spend on your website



#### February

Avg. Session Duration

00:01:17



#### March

Avg. Session Duration

00:01:37

↑ 25.4%

### 4) Total Page Views

Pageviews is the total number of pages viewed. Repeated views of a single page are counted



#### February

Pageviews

7,388



#### March

Pageviews

8,032

↑ 8.7%

### 4.1) Total Views Per Sessions

Pages/Session (Average Page Depth) is the average number of pages viewed during a session. Repeated views of a single page are counted.



#### February

Pages / Session

2.25



#### March

Pages / Session

2.24

↓ -0.2%

## 5) Bounce Rate



**February**

Bounce Rate

**51.70%**

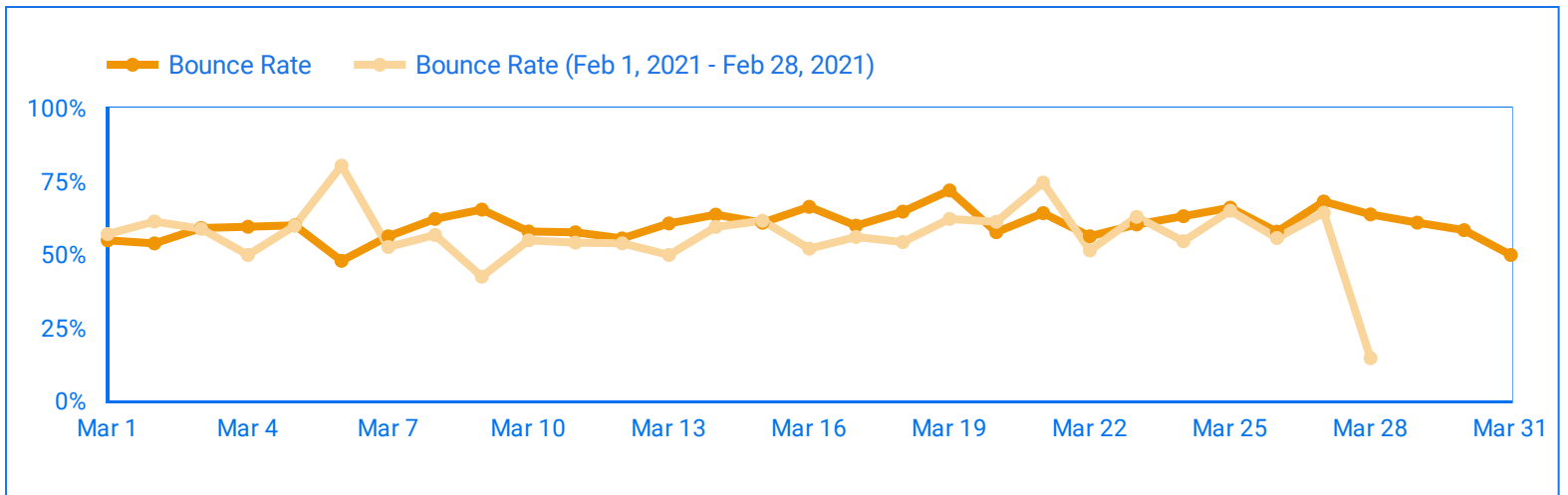


**March**

Bounce Rate

**60.34%**

⬆ 16.7%



## 6) Organic Vs Other Traffic

Organic search refers to the search results of a search engine that cannot be influenced by paid advertising. Organic search results are ranked according to their relevance to the search term.



**February**

Organic Searches

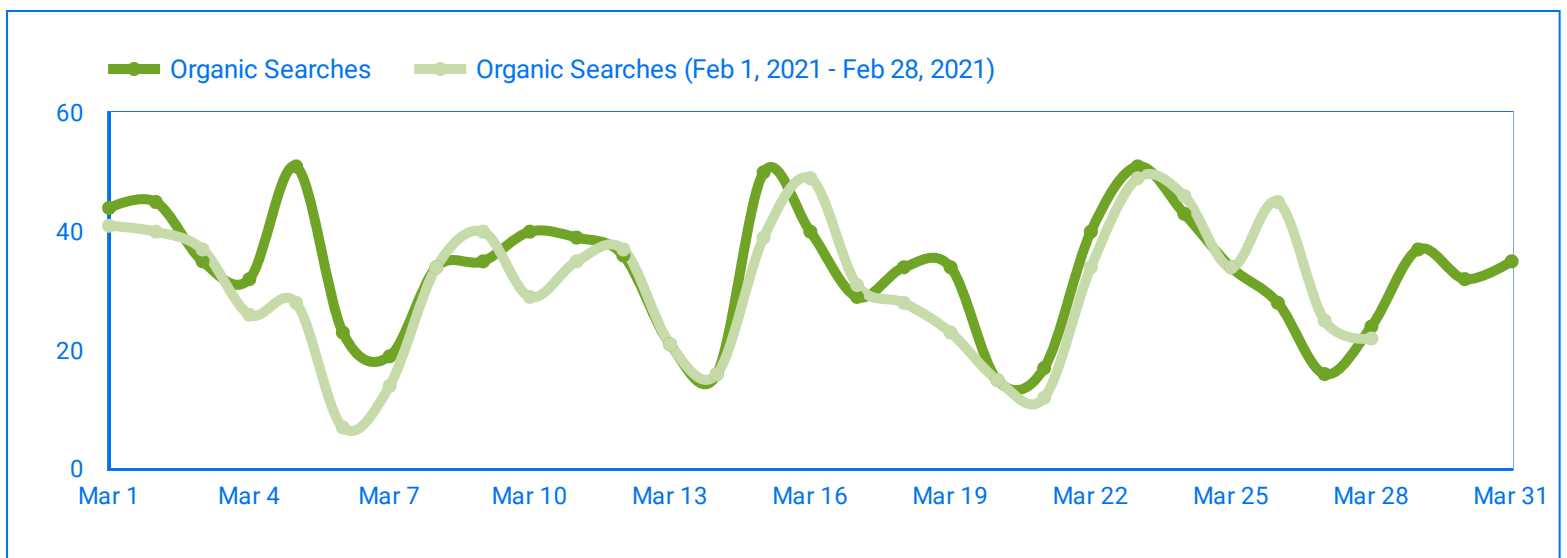
**3342**



**March**

Organic Searches

**2193**



## 7) Traffic Channels Distribution

	Default Chan...	Sessions ▾	% Δ	Users	% Δ	New Users	% Δ	Bounce Rate	% Δ
1.	Organic Search	1,440	26.0% ↑	1,098	20....	968	17.8% ↑	40%	15.5... ↑
2.	Paid Search	1,025	41.2% ↑	918	39....	908	39.5% ↑	86.34%	-2.5% ↓
3.	Direct	748	3.2% ↑	678	5.4% ↑	667	6.2% ↑	68.58%	1.9% ↑
4.	Referral	340	-49.1% ↓	275	-52...	247	-55.0... ↓	50.29%	112....
5.	Social	27	3.8% ↑	27	8.0% ↑	27	12.5% ↑	55.56%	-3.7% ↓
1 - 5 / 5 < >									

## 8) Page Views

<input type="checkbox"/>	Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?	Page Value ?
		8.72% ↑ 8,032 vs 7,388	13.02% ↑ 6,642 vs 5,877	25.82% ↑ 00:01:18 vs 00:01:02	8.89% ↑ 3,578 vs 3,286	16.70% ↑ 60.34% vs 51.70%	0.16% ↑ 44.55% vs 44.48%	0.00% \$0.00 vs \$0.00
<input type="checkbox"/>	1. /							
	Mar 1, 2021 - Mar 31, 2021	1,824 (22.71%)	1,578 (23.76%)	00:00:56	1,485 (41.50%)	43.64%	43.53%	\$0.00 (0.00%)
	Feb 1, 2021 - Feb 28, 2021	2,319 (31.39%)	1,754 (29.85%)	00:00:40	1,696 (51.61%)	33.84%	45.36%	\$0.00 (0.00%)
	% Change	-21.35%	-10.03%	38.20%	-12.44%	28.93%	-4.04%	0.00%
<input type="checkbox"/>	6. /eb-development/							
	Mar 1, 2021 - Mar 31, 2021	324 (4.03%)	259 (3.90%)	00:00:57	22 (0.61%)	72.73%	20.99%	\$0.00 (0.00%)
	Feb 1, 2021 - Feb 28, 2021	235 (3.18%)	191 (3.25%)	00:00:50	15 (0.46%)	46.67%	20.43%	\$0.00 (0.00%)
	% Change	37.87%	35.60%	15.32%	46.67%	55.84%	2.75%	0.00%
<input type="checkbox"/>	7. /eb-construction/							
	Mar 1, 2021 - Mar 31, 2021	290 (3.61%)	233 (3.51%)	00:00:24	59 (1.65%)	35.59%	19.66%	\$0.00 (0.00%)
	Feb 1, 2021 - Feb 28, 2021	305 (4.13%)	236 (4.02%)	00:00:44	74 (2.25%)	55.41%	27.21%	\$0.00 (0.00%)
	% Change	-4.92%	-1.27%	-44.46%	-20.27%	-35.76%	-27.77%	0.00%
<input type="checkbox"/>	3. /portfolio/							
	Mar 1, 2021 - Mar 31, 2021	656 (8.17%)	464 (6.99%)	00:00:38	74 (2.07%)	44.59%	17.84%	\$0.00 (0.00%)
	Feb 1, 2021 - Feb 28, 2021	572 (7.74%)	392 (6.67%)	00:00:27	54 (1.64%)	33.33%	16.43%	\$0.00 (0.00%)
	% Change	14.69%	18.37%	41.01%	37.04%	33.78%	8.53%	0.00%
<input type="checkbox"/>	16. /community-involvement/							
	Mar 1, 2021 - Mar 31, 2021	102 (1.27%)	86 (1.29%)	00:01:01	4 (0.11%)	75.00%	16.67%	\$0.00 (0.00%)
	Feb 1, 2021 - Feb 28, 2021	97 (1.31%)	81 (1.38%)	00:01:01	3 (0.09%)	66.67%	19.59%	\$0.00 (0.00%)
	% Change	5.15%	6.17%	0.91%	33.33%	12.50%	-14.91%	0.00%