

All Traffic

All Users

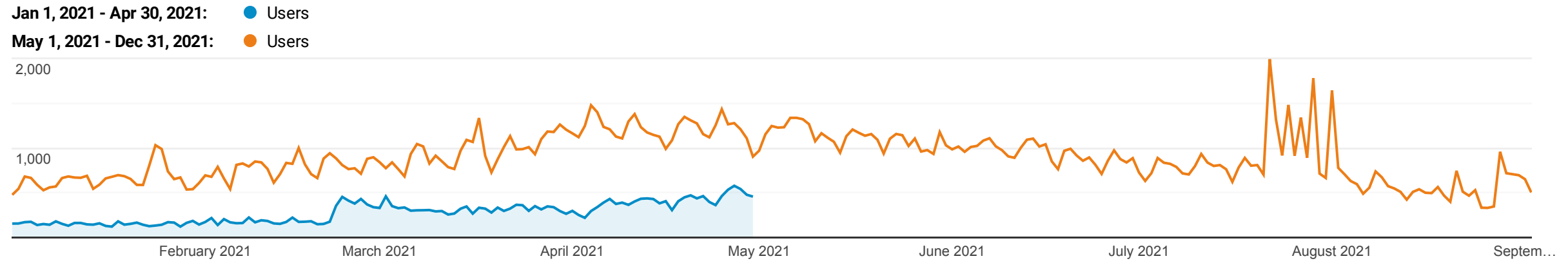
+0.00% Users

Jan 1, 2021 - Apr 30, 2021

Compare to: May 1, 2021 - Dec 31, 2021

Explorer

Summary



Source / Medium	Acquisition			Behavior			Conversions		
	Users <span>↓</span>	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Book now click - New website (Goal 10 Conversion Rate)	Book now click - New website (Goal 10 Completions)	Book now click - New website (Goal 10 Value)
	84.36% <span>↓</span> <small>27,097 vs 173,212</small>	84.55% <span>↓</span> <small>26,826 vs 173,636</small>	85.28% <span>↓</span> <small>38,701 vs 262,873</small>	7.47% <span>↓</span> <small>34.66% vs 37.45%</small>	0.98% <span>↓</span> <small>2.08 vs 2.10</small>	3.19% <span>↓</span> <small>00:02:17 vs 00:02:22</small>	31.85% <span>↑</span> <small>16.26% vs 12.33%</small>	80.59% <span>↓</span> <small>6,292 vs 32,415</small>	0.00% <small>£0.00 vs £0.00</small>
1. <a href="#">(direct) / (none)</a>									
Jan 1, 2021 - Apr 30, 2021	15,644 <small>(53.98%)</small>	15,614 <small>(58.20%)</small>	20,363 <small>(52.62%)</small>	40.68%	2.07	00:02:13	7.90%	1,608 <small>(25.56%)</small>	£0.00 <small>(0.00%)</small>
May 1, 2021 - Dec 31, 2021	98,698 <small>(51.70%)</small>	98,037 <small>(56.46%)</small>	132,662 <small>(50.47%)</small>	42.33%	2.11	00:02:16	6.21%	8,242 <small>(25.43%)</small>	£0.00 <small>(0.00%)</small>
% Change	-84.15%	-84.07%	-84.65%	-3.90%	-1.69%	-2.16%	27.10%	-80.49%	0.00%
2. <a href="#">google / organic</a>									
Jan 1, 2021 - Apr 30, 2021	4,903 <small>(16.92%)</small>	4,120 <small>(15.36%)</small>	6,560 <small>(16.95%)</small>	15.26%	2.06	00:02:26	34.89%	2,289 <small>(36.38%)</small>	£0.00 <small>(0.00%)</small>
May 1, 2021 - Dec 31, 2021	19,634 <small>(10.28%)</small>	16,247 <small>(9.36%)</small>	27,101 <small>(10.31%)</small>	11.80%	2.07	00:02:35	30.52%	8,271 <small>(25.52%)</small>	£0.00 <small>(0.00%)</small>
% Change	-75.03%	-74.64%	-75.79%	29.27%	-0.59%	-5.65%	14.33%	-72.32%	0.00%
3. <a href="#">google / cpc</a>									
Jan 1, 2021 - Apr 30, 2021	4,478 <small>(15.45%)</small>	3,834 <small>(14.29%)</small>	6,521 <small>(16.85%)</small>	19.87%	2.24	00:02:26	24.89%	1,623 <small>(25.79%)</small>	£0.00 <small>(0.00%)</small>
May 1, 2021 - Dec 31, 2021	26,002 <small>(13.62%)</small>	22,367 <small>(12.88%)</small>	40,716 <small>(15.49%)</small>	16.99%	2.33	00:02:36	21.09%	8,586 <small>(26.49%)</small>	£0.00 <small>(0.00%)</small>
% Change	-82.78%	-82.86%	-83.98%	16.99%	-3.80%	-6.37%	18.03%	-81.10%	0.00%
4. <a href="#">GoogleHPA / LocalUniversal</a>									
Jan 1, 2021 - Apr 30, 2021	1,971 <small>(6.80%)</small>	1,723 <small>(6.42%)</small>	2,576 <small>(6.66%)</small>	72.83%	1.72	00:01:47	1.63%	42 <small>(0.67%)</small>	£0.00 <small>(0.00%)</small>
May 1, 2021 - Dec 31, 2021	14,069 <small>(7.37%)</small>	12,111 <small>(6.97%)</small>	19,514 <small>(7.42%)</small>	73.83%	1.72	00:02:01	1.52%	296 <small>(0.91%)</small>	£0.00 <small>(0.00%)</small>
% Change	-85.99%	-85.77%	-86.80%	-1.37%	0.08%	-11.66%	7.49%	-85.81%	0.00%
5. <a href="#">GoogleHPA / MapResults</a>									
Jan 1, 2021 - Apr 30, 2021	460 <small>(1.59%)</small>	432 <small>(1.61%)</small>	579 <small>(1.50%)</small>	73.40%	1.62	00:01:38	3.45%	20 <small>(0.32%)</small>	£0.00 <small>(0.00%)</small>
May 1, 2021 - Dec 31, 2021	2,969 <small>(1.56%)</small>	2,701 <small>(1.56%)</small>	3,794 <small>(1.44%)</small>	75.72%	1.61	00:01:54	2.77%	105 <small>(0.32%)</small>	£0.00 <small>(0.00%)</small>
% Change	-84.51%	-84.01%	-84.74%	-3.07%	0.90%	-14.55%	24.81%	-80.95%	0.00%
6. <a href="#">bing / organic</a>									
Jan 1, 2021 - Apr 30, 2021	402 <small>(1.39%)</small>	362 <small>(1.35%)</small>	510 <small>(1.32%)</small>	10.78%	2.31	00:03:11	60.98%	311 <small>(4.94%)</small>	£0.00 <small>(0.00%)</small>
May 1, 2021 - Dec 31, 2021	1,669 <small>(0.87%)</small>	1,498 <small>(0.86%)</small>	2,110 <small>(0.80%)</small>	8.39%	2.04	00:02:50	56.45%	1,191 <small>(3.67%)</small>	£0.00 <small>(0.00%)</small>
% Change	-75.91%	-75.83%	-75.83%	28.56%	13.06%	12.68%	8.03%	-73.89%	0.00%
7. <a href="#">m.facebook.com / referral</a>									
Jan 1, 2021 - Apr 30, 2021	120 <small>(0.41%)</small>	110 <small>(0.41%)</small>	131 <small>(0.34%)</small>	13.74%	1.85	00:01:46	0.76%	1 <small>(0.02%)</small>	£0.00 <small>(0.00%)</small>
May 1, 2021 - Dec 31, 2021	354 <small>(0.19%)</small>	327 <small>(0.19%)</small>	405 <small>(0.15%)</small>	33.58%	2.09	00:01:28	2.72%	11 <small>(0.03%)</small>	£0.00 <small>(0.00%)</small>
% Change	-66.10%	-66.36%	-67.65%	-59.08%	-11.46%	19.52%	-71.89%	-90.91%	0.00%

8. <a href="#">GMB Roomzzz Chester City / GMB Roomzzz Chester City</a>									
Jan 1, 2021 - Apr 30, 2021	<b>106</b> (0.37%)	86 (0.32%)	126 (0.33%)	34.13%	2.29	00:02:23	12.70%	16 (0.25%)	£0.00 (0.00%)
May 1, 2021 - Dec 31, 2021	<b>4,118</b> (2.16%)	3,534 (2.04%)	5,598 (2.13%)	28.72%	2.73	00:02:50	12.34%	691 (2.13%)	£0.00 (0.00%)
% Change	-97.43%	-97.57%	-97.75%	18.81%	-16.12%	-15.77%	2.87%	-97.68%	0.00%
9. <a href="#">secure-hotel-tracker.com / referral</a>									
Jan 1, 2021 - Apr 30, 2021	<b>64</b> (0.22%)	8 (0.03%)	78 (0.20%)	78.21%	1.44	00:00:47	0.00%	0 (0.00%)	£0.00 (0.00%)
May 1, 2021 - Dec 31, 2021	<b>548</b> (0.29%)	48 (0.03%)	821 (0.31%)	66.99%	2.28	00:03:07	2.31%	19 (0.06%)	£0.00 (0.00%)
% Change	-88.32%	-83.33%	-90.50%	16.74%	-36.89%	-75.02%	-100.00%	-100.00%	0.00%
10. <a href="#">Quicktext / (not set)</a>									
Jan 1, 2021 - Apr 30, 2021	<b>55</b> (0.19%)	30 (0.11%)	85 (0.22%)	64.71%	1.71	00:02:20	1.18%	1 (0.02%)	£0.00 (0.00%)
May 1, 2021 - Dec 31, 2021	<b>130</b> (0.07%)	69 (0.04%)	287 (0.11%)	42.16%	2.87	00:04:43	5.57%	16 (0.05%)	£0.00 (0.00%)
% Change	-57.69%	-56.52%	-70.38%	53.48%	-40.66%	-50.45%	-78.90%	-93.75%	0.00%

