

Your performance report



Report date: from 1/1/17 to 12/31/17
Compared to: from 1/2/16 to 12/31/16

Duration: 365 days

Total visitors

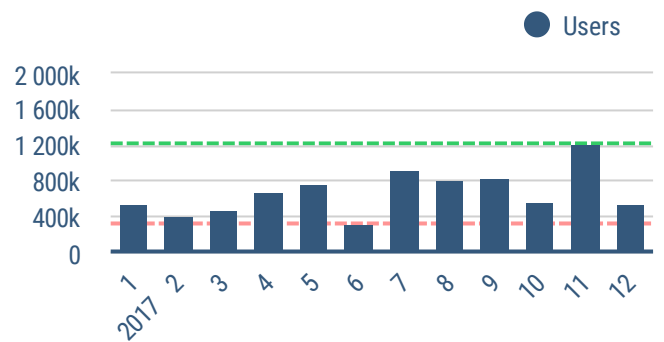


1,170,362
Users

259.71%
 << 325,361

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Total visitors



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New users



461,320
Users

-48.06%
 << 888,171

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Returning users



362,570
Users

276.95%
 << 96,185

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Total page views



273,538
Page views

-52.74%
 << 578,829

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Views per session

An average amount of Page Views your users interact with during a session



989.57
Views per session

86.38%
 << 530.94

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Organic traffic

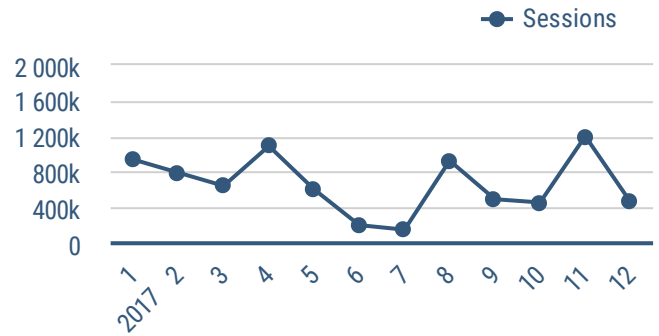


596,056
Sessions

-49.64%
« 1,183,515

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Organic traffic



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Channel traffic

Channel grouping

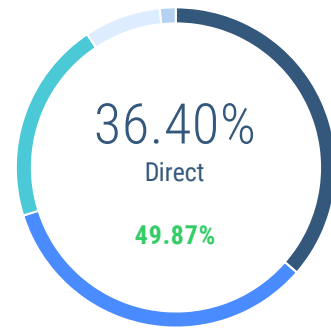
Sessions

Channel	Sessions	Trend
Direct	387,052	↑
Referral	43,997	↑
Social	11,010	↑
Email	1,630	↑

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Channel traffic

Direct	36.40%
Referral	33.75%
Social	20.50%
Email	7.74%
Organic Search	1.61%



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Sessions

A period during which the user interacts with your site.



620,972
Sessions

-35.72%
« 966,052

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Average session time



91:41:45
Avg. Session Duration

-41.60%
« 13d 16h

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Bounce rate

Shows the percentage of sessions during which visitors leave the site without interacting with it.

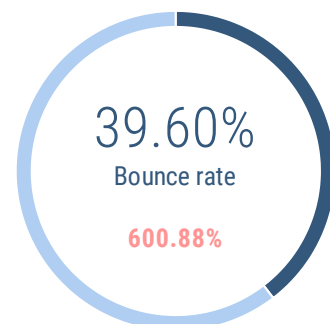


96.30%
Bounce rate

193.24%
« 32.84%

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Bounce rate



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All referrals

Sessions from visitors who clicked on a link from another site, such as an article that linked to your website



395,100
Sessions

374.41%
← 83,283

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Social referrals

Sessions from visitors who clicked on a link from social site such as Facebook, Google+ or Twitter



3,826
Sessions

-97.45%
← 150,116

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Top traffic sources

Channel grouping	Sessions	New Users	Bounce rate	Avg. Session Duration
Direct	601,848 ↑	400,749 ↓	23.75% ↓	12d 07h ↑
Referral	279,471 ↑	275,310 ↓	0.63% 10.53%	4d 02h ↑
Social	12,806 ↓	186,996 ↑	0.82% 32.26%	01:07 -75.43%
Email	614 -97.76%	170,143 ↑	0.27% -71.88%	00:04:39 -98.04%

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Page views by URL

Page title	Page views
Home	169,429 -51.26%
Shop	157,959 110%
Catalog	152,318 786%
More	11,716 -15.19%

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Impressions vs. clicks

Impressions	14,537	-13.77%
Clicks	885	-84.39%

Click through rate



12.37%
CTR

-26.15%
← 16.75%

Site: <https://whatagraph.com/>

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Top searches

	Keyword	Clicks		Impressions		Average rank	
🔍	Home	2,394	3.68%	15,348	↓	3	200%
🔍	Shop	2,008	-11.85%	14,811	22.03%	7	
🔍	Catalog	1,713	53.77%	13,460	10.99%	7	-12.5%
🔍	More	1,151	197%	13,341	10.05%	11	37.5%
🔍	Forum	1,052	287%	12,366	2%	13	-7.14%
🔍	Support	681	234%	12,139	0.13%	15	-40%
🔍	Contact	373	85.57%	12,139	0.13%	24	-14.29%
🔍	FAQ	245	21.89%	12,135	0.1%	32	
🔍	Contributions	236	17.41%	12,128	0.04%	36	2.86%
🔍	Disclaimers	231	14.93%	12,124	0.01%	41	17.14%
🔍	Contents	213	6.5%	12,123		43	-4.44%
🔍	Downloads	201	0.5%	12,123		45	

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Top landing pages

	Landing page path	Sessions		Page views		Page views per session	
📄	/home	2,699	-99.4%	865,854	↓	398.21	↓
📄	/shop	230	-99.43%	724,113	↑	323.49	↓
📄	/catalog	53	-99.57%	481,045	↑	82.01	↓
📄	/more	47	-99.54%	95,361	2.63%	70.06	54.66%
📄	/forum	12	-99.74%	53,159	↓	43.66	84.53%
📄	/Vilnius	12	-99.47%	20,673	↓	37.59	↑
📄	/Milan	9	-99.54%	11,679	↓	26.12	↑

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