

# Your website traffic report (Google Analytics)



**Report date:** 18/08/2019 — 24/08/2019  
**Compared to:** 11/08/2019 — 17/08/2019

**Duration (days):** 7

## Total visitors



**265,037**  
Users  
-75.69%  
 << 1,090,148

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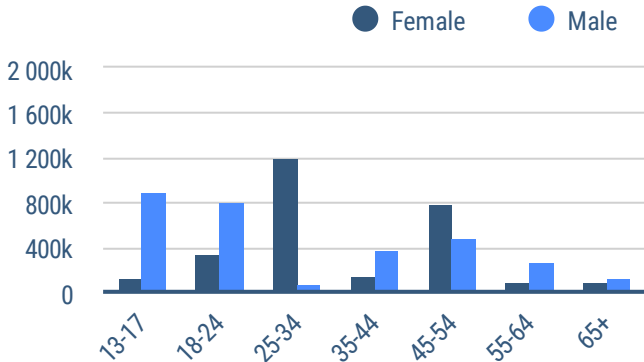
## Returning users



**710,771**  
Users  
301.44%  
 << 177,056

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## Users by age and gender



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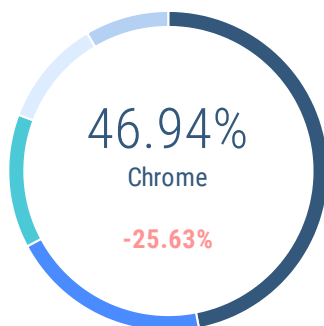
## Sessions by country

Country	Sessions
<b>United States</b>	550,383 <span style="color: green;">↑</span>
<b>United Kingdom</b>	237,726 <span style="color: red;">↓</span>
<b>Austria</b>	13,219 <span style="color: red;">↓</span>
<b>Italy</b>	5,700 <span style="color: red;">-80.91%</span>

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## Sessions by browser

- **Chrome** 46.94%
- **Firefox** 20.27%
- **Opera** 13.51%
- **Safari** 10.80%
- **Internet Explorer** 8.48%



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## Average session time



**40:31:16**  
Avg. Session Duration  
-82.01%  
 << 9d 09h

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## Bounce rate

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



65.76%

Bounce rate

-16.54%  
 << 78.79%

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## Total page views



951,587

Page views

-19.06%  
 << 1,175,623

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## Top traffic sources

Channel grouping	New Users	Sessions
Direct	257,502 ↓	511,454 ↓
Referral	65,143 ↓	243,260 ↓
Social	16,214 163%	197,803 ↑
Email	9,415 132%	176,749 532%
Organic Search	2,850 14.6%	76,618 482%
Generic paid ...	445 -76.69%	37,450 204%
Other	315 -77.34%	22,001 179%
<b>TOTAL</b>	<b>351,884</b>	<b>1,265,335</b>

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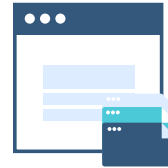
## Mobile vs. desktop

Device category	Sessions
1. Android smartphone	578,830 ↑
2. iPhone	310,393 94%
3. Android tablet	220,769 ↓
4. Desktop	91,737 ↓

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## Views per session

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



435.02

Views per session

-18.64%  
 << 534.66

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## Top referring sites

Source	New Users	Sessions
https://whata...	1,102,203 ↑	658,387 ↑
https://whata...	792,044 ↑	53,017 ↓
https://whata...	84,728 -84.5%	42,346 ↓
https://app.w...	3,607 -98.84%	11,582 ↓
https://whata...	1,129 -99.28%	2,712 -71.23%
https://whata...	454 -99.7%	507 33.77%
https://whata...	429 -99.67%	60 -70.3%
<b>TOTAL</b>	<b>1,984,594</b>	<b>768,611</b>

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## Social traffic



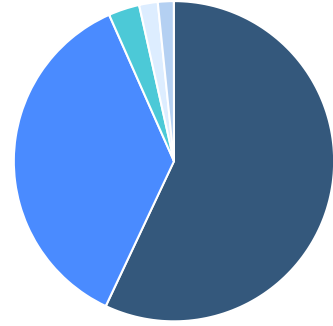
→ 165,338  
Sessions

-61.09%  
← 424,896

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## Top social networks

- Direct traffic 57.01%
- Facebook 36.35%
- Twitter 3.14%
- Instagram 1.89%
- Google plus 1.61%



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## Top landing pages

Landing page path	Sessions	Page views	Page views per session
/home	796,987 -30.91%	679,862 222%	626.48 -35.11%
/shop	743,208 -16.99%	386,755 6470%	149.46 -62.15%
/catalog	10,480 -94%	290,422 19378%	68.89 4.16%
/more	1,874 -95.44%	104,552 17210%	22.03 238%

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## Top pages loading time

Page	Page views	Avg. page load time
Home	943,013 ↓ 208%	12d 10h
Shop	867,697 ↑ 1083%	7d 22h
Catalog	670,540 2.31%	1d 23h 1008%
More	222,513 6.29%	1d 14h 1157%
Forum	27,366 ↓ 1400%	17:50
Support	11,515 ↓ 1027%	12:29
Contact	9,270 -20.35%	07:23 1160%
FAQ	2,165 -77.84%	02:08 30644%
Contributions	1,109 -52.75%	01:57 117217%
Disclaimers	188 -76.29%	00:44:39 44550%
Contents	131 -68.51%	00:14:32 14433%
Downloads	78 -12.36%	00:01:05 1200%

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## Top inside searches

Search keyword	Search result views
Price	573,353 2877%
Products	114,840 869%
Feedback	100,623 998%
Shipping	60,169 573%
Contact info	1,023 -88.27%
Mobile	314 -93.8%
Service	165 -96.01%

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