

# Your Web Traffic performance report



**Report date:** 1/1/17 – 12/31/17

**Compared to:** 1/1/16 – 12/31/16

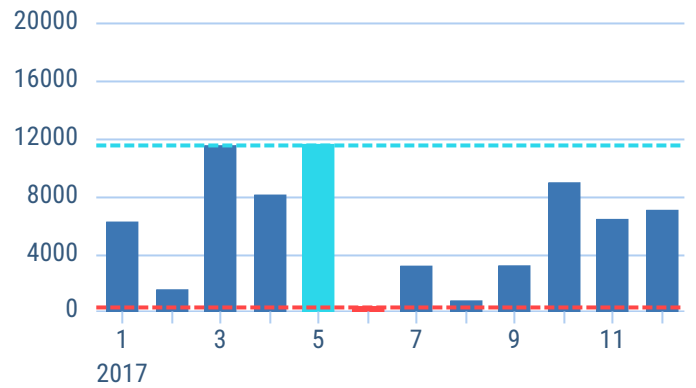
**Duration:** 365 days

## Total visitors



465  
Total users

**-86.22%**  
Previous:  
3 375



Source: whatagraph.com

## New vs. returning



1 932  
New sessions

**+20.90%**  
Previous:  
1 598



17 208  
Returning sessions

**+122%**  
Previous:  
7 746

Source: whatagraph.com

## Sessions

A period during which the user interacts with your site. Browsing, e-commerce, contact forms are all actions taken during a session.



12 368  
Sessions

**-1.83%**  
Previous:  
12 598

## Average session time

The statistics can vary depending on the type of your website. If it's really short, (20 sec or less), you should really focus on improving usability and content.



08:22  
min sec

**+830%**  
Previous  
00:54 min

Source: whatagraph.com

Source: whatagraph.com

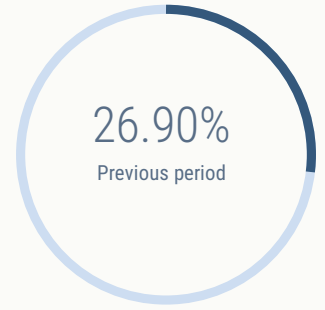
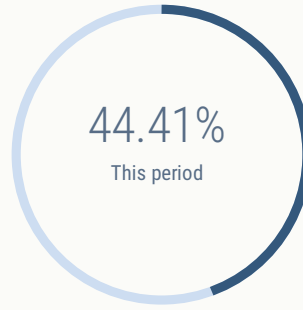
# Bounce rate

Shows the percentage of sessions during which visitors leave the site without interacting with it. An average bounce rate is 41-55%.



44.41%  
Bounce rate

+65.09%  
Previous:  
26.90%



Source: whatagraph.com

# Total page views



4 992  
Page views

-59.36%  
Previous:  
12 282

# Views per session

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



34.63  
Views per session

-18.48%  
Previous:  
42.48

Source: whatagraph.com

Source: whatagraph.com

# Sessions by browser

1. Chrome	9 396	53.90%	5. Internet Explorer	149	0.85%
2. Firefox	7 344	42.13%	6. Edge	45	0.26%
3. Opera	242	1.39%	7. Android	43	0.25%
4. Safari	214	1.23%			

Source: whatagraph.com

# Mobile vs. desktop

	Sessions	
Desktop	10 184	+304%
Mobile	3 723	-18.64%
Tablet	2 961	-43.12%

Source: whatagraph.com

## Sources of traffic



27 959  
Social traffic

-24.30%

Source: whatagraph.com

Direct traffic	1 656
Facebook	590
Twitter	367
Instagram	288
Google plus	152

## Sessions by country

United States

Sessions

12 180

United Kingdom

8 099

Australia

401

Italy

78

Source: whatagraph.com

## Sessions by city

London

Sessions

2 418

-56.35%

Sydney

835

-47.05%

New York

556

23.56%

Chicago

307

54.27%

Source: whatagraph.com

## Pages with most increased bounce rate



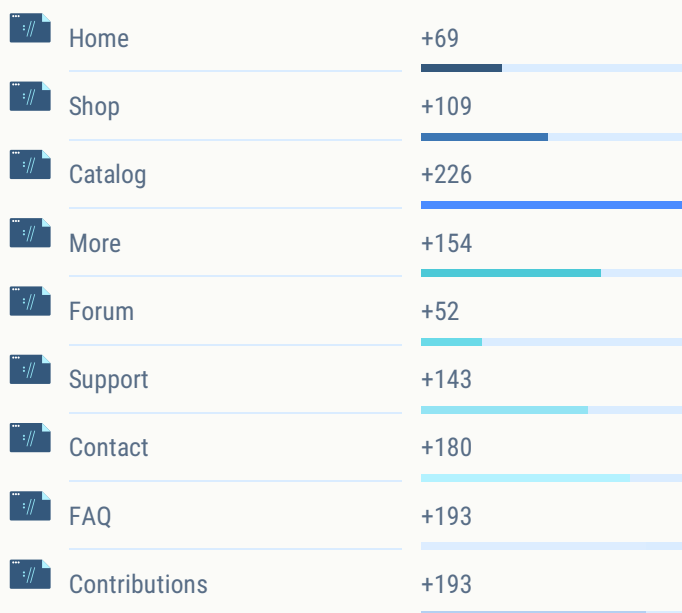
Bounce rate

1. Support	0.65%	550%
2. Contact	0.38%	100%
3. Catalog	0.50%	150%
4. Disclaimers	0.16%	23.08%

Source: whatagraph.com

## Trending pages

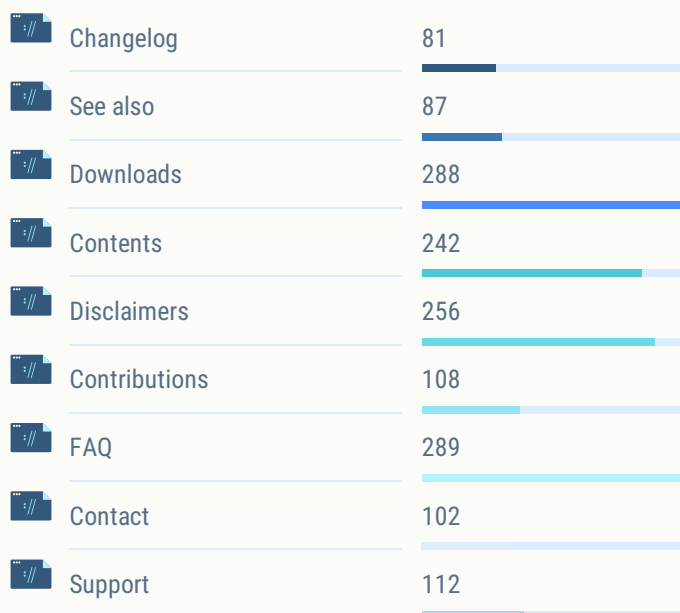
Pages with the highest increase in views this period



Source: whatagraph.com

## Descending pages

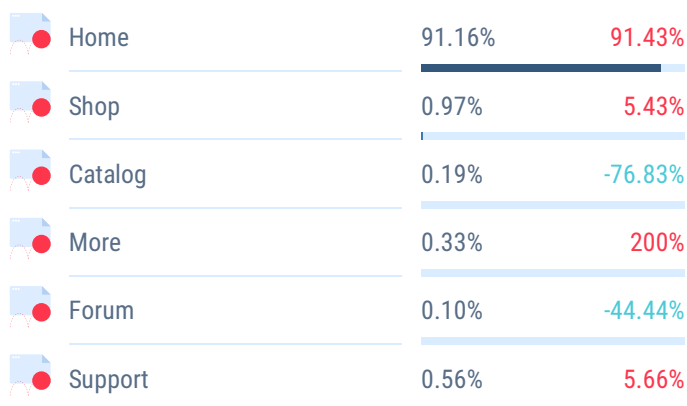
Pages with the biggest decrease in views this period



Source: whatagraph.com

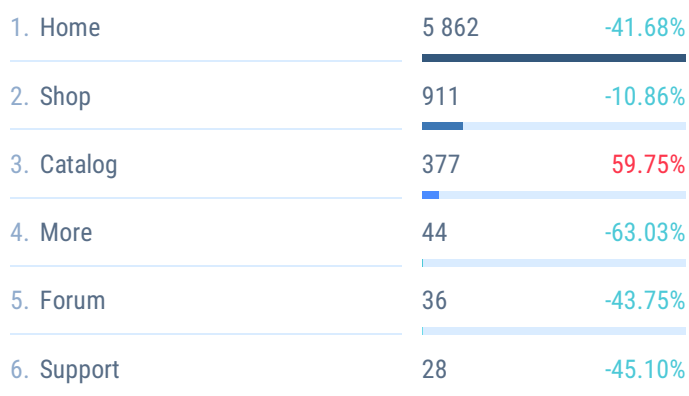
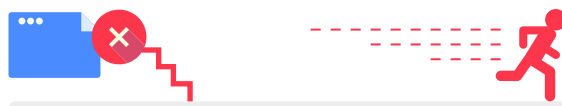
## Pages with the highest bounce rate

Pages with above average views



Source: whatagraph.com

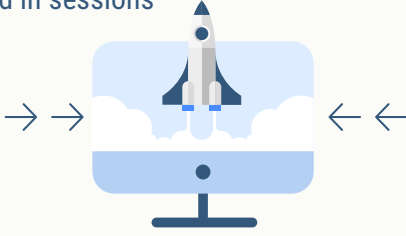
## Pages with the highest exit count



Source: whatagraph.com

## Channels with highest increase in traffic

Measured in sessions



	Sessions		Previous
1. Direct	4 034	+1 622	2 412
2. Referral	3 475	+590	2 885
3. Social	3 003	+846	2 157
4. Email	3 002	+33	2 969

Source: whatagraph.com

## Channels with biggest decrease in traffic

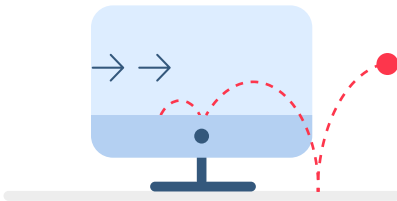
Measured in sessions



	Sessions		Previous
1. Other	2 515	-4 933	7 448
2. Generic paid search	2 291	-4 188	6 479
3. Organic Search	2 213	-4 649	6 862
4. Email	2 154	-4 145	6 299

Source: whatagraph.com

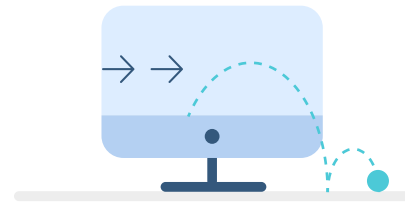
## Channels with highest increase in bounce rate



	Bounce rate	
1. Other	52.73%	28.06%
2. Generic paid search	47.36%	12.99%
3. Organic Search	37.10%	24.77%
4. Email	32.74%	14.17%

Source: whatagraph.com





## Channels with most improved bounce rate




	Bounce rate	
1. Direct	13.47%	11.66%
2. Referral	13.40%	13.50%
3. Social	11.53%	3.29%
4. Email	10.95%	6.41%





Source: whatagraph.com


## Page views by URL

	Page views	
 Home	580	1%
 Shop	174	0.30%
 Catalog	154	0.27%
 More	101	0.17%

 Source: whatagraph.com

## Top completed goals


	Completions	Conv. rate	Value
 1. Conversion	6 169	49.38%	3 507
 2. Registration	4 057	0.60%	1 274
 3. Purchase	3 833	0.92%	383
 4. Lead	1 116	0.15%	232

 Source: whatagraph.com

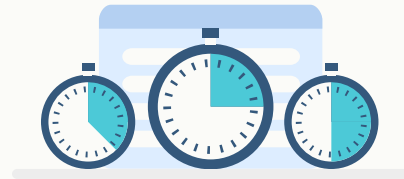
## Top 5 most popular inside searches




1. Price	9 825	18.36%
2. Products	143	-95.35%
3. Feedback	11	-98.10%
4. Shipping	10	-95.67%
5. Contact info	10	-94.19%

 Source: whatagraph.com

## Top 5 pages and their loading times



1. Home	8 261	1 429s
2. Shop	5 137	1 068s
3. Catalog	3 663	655s
4. More	1 711	69s
5. Forum	1 279	69s

 Source: whatagraph.com