

Your website performance report



Report date: from 2/1/18 to 2/28/18

Compared to: from 1/3/18 to 1/31/18

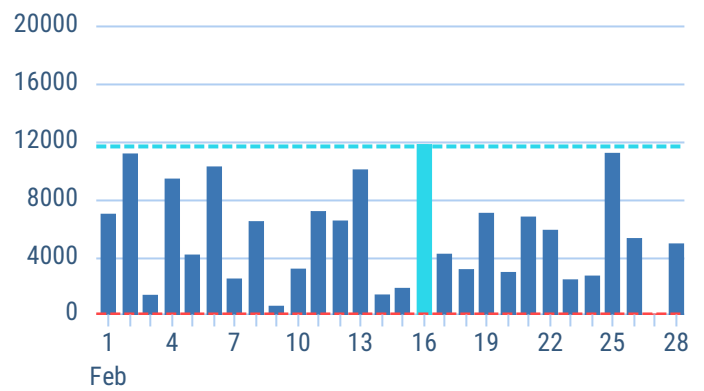
Duration: 28 days

Total visitors



8532
Total users

+12.57%
Previous:
7579



Source: whatagraph.com

New vs. returning



1312
New sessions

-52.77%
Previous:
2778



9661
Returning sessions

+40.87%
Previous:
6858

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.



13178
Sessions

-4.33%
Previous:
13774

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.



17:54
min sec

+85.49%
Previous
09:39 min

Source: whatagraph.com

Source: whatagraph.com

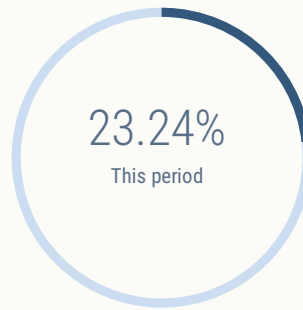
Bounce rate

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



23.24%
Bounce rate

-46.79%
Previous:
43.68%



Source: whatagraph.com

Total page views



11684
Page views

+6.03%
Previous:
11020

Views per session

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



20.49
Views per session

-24.86%
Previous:
27.27

Source: whatagraph.com

Source: whatagraph.com

Sessions by browser

1. Chrome	6944	72.89%	5. Internet Explorer	27	0.28%
2. Firefox	2035	21.36%	6. Edge	17	0.18%
3. Opera	390	4.09%	7. Android	9	0.09%
4. Safari	105	1.10%			

Source: whatagraph.com

Mobile vs. desktop



Desktop

Sessions

6222

41.38%



Mobile

1116

-87.88%



Tablet

10059

147.58%

Source: whatagraph.com

Sources of traffic



22852
Social traffic

+17.71%

Source: whatagraph.com

Direct traffic	9855
Facebook	8738
Twitter	5200
Instagram	4813
Google plus	114

Sessions by country

	Sessions
United States	11648
United Kingdom	7935
Australia	2243
Italy	1657

Source: whatagraph.com

Sessions by city

	Sessions	
London	5280	4656.76%
Sydney	1286	9085.71%
New York	437	3541.67%
Chicago	238	2280.00%

Source: whatagraph.com

Pages with most increased bounce rate

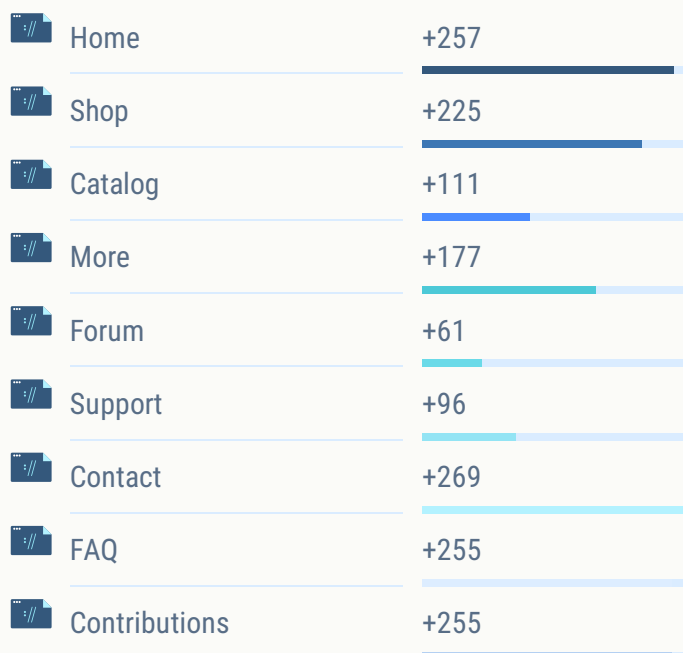


	Bounce rate	
1. Home	52.87%	10.79%
2. Disclaimers	0.90%	21.62%
3. Forum	0.34%	36.00%

Source: whatagraph.com

Trending pages

Pages with the highest increase in views this period



Source: whatagraph.com

Descending pages

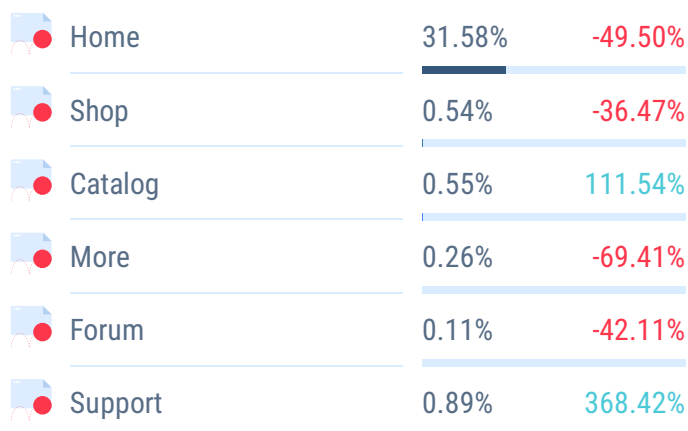
Pages with the biggest decrease in views this period



Source: whatagraph.com

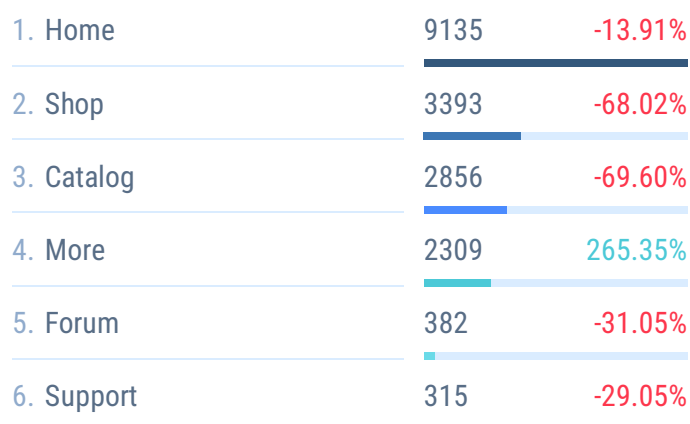
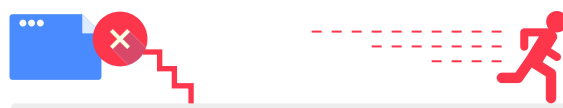
Pages with the highest bounce rate

Pages with above average views



Source: whatagraph.com

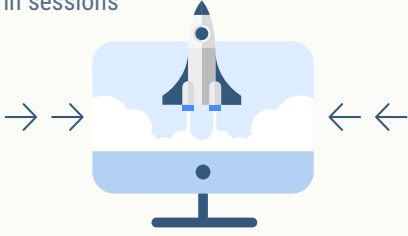
Pages with the highest exit count



Source: whatagraph.com

Channels with highest increase in traffic

Measured in sessions



	Sessions		Previous
1. Direct	3327	+734	2593
2. Referral	3043	+269	2774
3. Social	3026	+843	2183
4. Email	3015	+616	2399

Source: whatagraph.com

Channels with biggest decrease in traffic

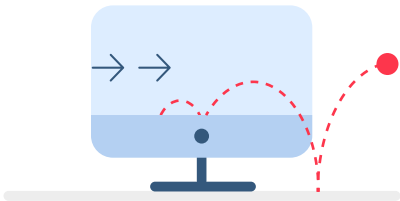
Measured in sessions



	Sessions		Previous
1. Other	2924	-4468	7392
2. Generic paid search	2758	-4161	6919
3. Organic Search	2234	-3996	6230
4. Email	2019	-4750	6769

Source: whatagraph.com

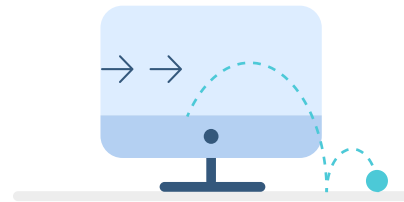
Channels with highest increase in bounce rate



	Bounce rate	
1. Other	53.36%	+24.79%
2. Generic paid search	35.99%	+22.18%
3. Organic Search	32.99%	+23.44%
4. Email	32.66%	+18.38%

Source: whatagraph.com





Channels with most improved bounce rate




	Bounce rate	
1. Direct	21.72%	+14.98%
2. Referral	19.42%	+6.16%
3. Social	13.67%	+13.23%
4. Email	11.82%	+4.62%





Source: whatagraph.com

Page views by URL

	Page views	
 Home	8979	1.00%
 Shop	6783	0.76%
 Catalog	1361	0.15%
 More	499	0.06%

 Source: whatagraph.com

Top completed goals


	Completions	Conv. rate	Value
 1. Conversion	1427	17.92%	2404
 2. Registration	923	0.54%	1568
 3. Purchase	442	0.36%	831
 4. Lead	306	0.14%	758

 Source: whatagraph.com

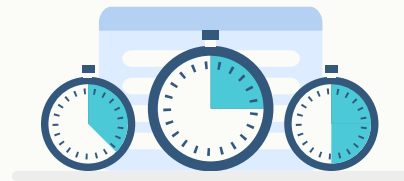
Top 5 most popular inside searches




1. Price	1825	-71.91%
2. Products	1803	7.58%
3. Feedback	1048	608.11%
4. Shipping	135	128.81%
5. Contact info	44	-24.14%

 Source: whatagraph.com

Top 5 pages and their loading times



1. Home	4789	10894.00s
2. Shop	2160	1671.00s
3. Catalog	2106	292.00s
4. More	2075	206.00s
5. Forum	1266	136.00s

 Source: whatagraph.com