

Blog Performance



Report date: from 1/14/19 to 1/20/19
Compared to: from 1/7/19 to 1/13/19

Duration: 7 days

Total users



41,813
Users

-87.08%
« 323,735

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New users



131,707
New users

-75.49%
« 537,447

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Sessions

A period during which the user interacts with your site.

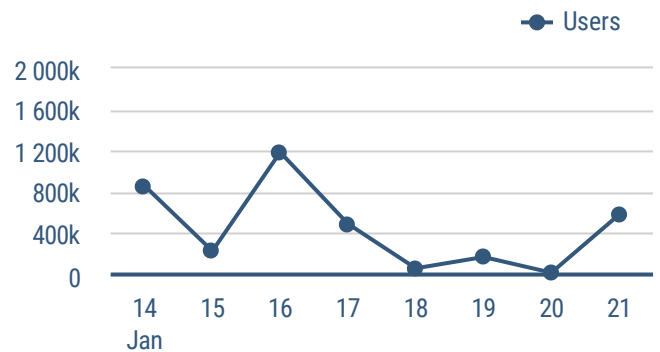


298,281
Sessions

-75.45%
« 1,214,860

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Total users



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Returning users



200,120
Users

-82.96%
« 1,174,226

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Average session time



01:01:23
Avg. Session Duration

-99.33%
« 6d 08h

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Bounce rate

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

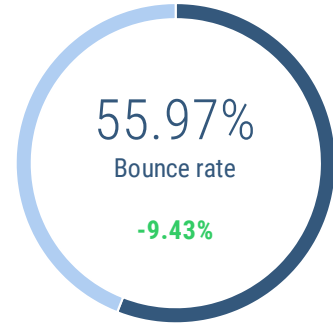


55.25%
Bounce rate

56.03%
35.41%

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Bounce rate



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Total page views



1,216,031
Page views

58.94%
765,083

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Views per session

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



543.20
Views per session

1,594.85%
32.05

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Page views by URL

Page title	Page views
Home	1,203,217 217%
Shop	424,335 1496%
Catalog	239,874 6461%
More	181,729 8038%

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Organic traffic

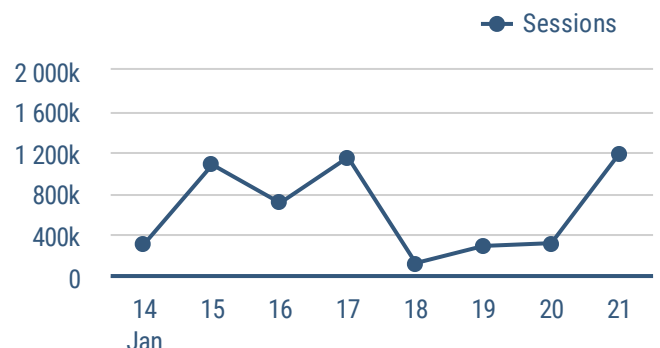


485,859
Sessions

-45.49%
891,360

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Organic traffic



View: whatagraph.com whatagraph.com

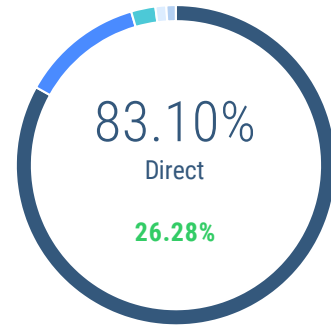
Channel traffic

Channel grouping	Sessions
Direct	40,125 -94.6%
Referral	286 -99.95%
Social	180 -99.74%
Email	51 -98.96%

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Channel traffic

Direct	83.10%
Referral	12.39%
Social	2.46%
Email	1.11%
Organic Search	0.95%



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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



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Social referrals

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



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Top traffic sources

Channel grouping	Sessions		New Users		Bounce rate		Avg. Session Duration	
Direct	430,039	-48.82%	462,854	-62.41%	23.13%	-63.04%	12d 01h	53.3%
Referral	321,045	-15.89%	64,927	-94.28%	0.87%	31.82%	10d 04h	51.49%
Social	264,212	-6.96%	52,929	-85.79%	0.96%	68.42%	00:39:24	-99.5%
Email	224,307	-8.55%	17,998	10.61%	0.64%	-13.51%	00:13:18	-99.73%



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Page views by URL

Page title	Page views
Home	78,382 21.76%
Shop	4,220 -81.51%
Catalog	3,590 -73.72%
More	1,366 -6.69%

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Impressions vs clicks

 Impressions	491,907	-30.84%
 Ad clicks	845,343	472.14%

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Click through rate

clicks/impressions x 100 = CTR









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Top inside searches

Search keyword	Search result views
Price	617,543 117%
Products	85,106 -26.04%
Feedback	14,243 -85.83%
Shipping	5,824 -90.09%













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Top landing pages

Landing page path	Sessions	Page views	Page views per session
 /home	230,271 24.71%	896,014 137%	104.25 -74.38%
 /shop	103,880 -34.21%	794,679 1444%	21.14 -92.89%
 /catalog	10,518 -83.3%	294,354 846%	20.85 -90.7%
 /more	8,055 -50.24%	232,415 732%	7.97 -21.94%
 /forum	420 -97.13%	157,308 617%	7.66 31.84%
 /Vilnius	97 -98.9%	150,897 656%	7.40 29.6%
 /Milan	12 -99.86%	71,535 638%	5.77 1.23%













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Top pages

Page	Page views
 Home	395,383 ↑
 Shop	181,167 ↓
 Catalog	107,983 ↑
 More	84,568 39.79%
 Forum	28,728 ↓
 Support	27,065 ↓
 Contact	14,322 1326%
 FAQ	8,353 4343%
 Contributions	569 262%
 Disclaimers	466 521%
 Contents	41 156%
 Downloads	27 125%













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Least popular pages

Page	Page views
 Home	276,961 ↓
 Shop	98,538 ↓
 Catalog	60,432 ↓
 More	57,284 ↓
 Forum	22,949 ↓
 Support	9,620 -90.33%
 Contact	7,520 -83.73%
 FAQ	5,648 38.84%
 Contributions	3,216 -7.8%
 Disclaimers	1,951 1436%
 Contents	287 196%
 Downloads	186 124%

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Pages with highest bounce rate

Page	Bounce rate
 Home	22.87% -69.2%
 Shop	0.52% -46.39%
 Catalog	0.74% 1.37%
 More	0.09% -85.71%
 Forum	0.46% -25.81%
 Support	0.15% -77.61%
 Contact	0.13% -85.56%
 FAQ	0.33% 17.86%
 Contributions	0.47% 370%
 Disclaimers	0.46% 48.39%
 Contents	0.17% -34.62%
 Downloads	0.05% -84.85%

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Pages with highest exit count

Page	Exits
1. Home	759,045 ↑
2. Shop	232,282 222%
3. Catalog	44,759 ↓
4. More	30,643 ↓
5. Forum	21,235 61.57%
6. Support	8,117 80.58%
7. Contact	3,621 18.1%
8. FAQ	942 -54.38%
9. Contributions	442 -69.62%
10. Disclaimers	289 -77.94%
11. Contents	288 -5.88%
12. Downloads	238 87.4%

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Facebook Page Performance

Total page likes

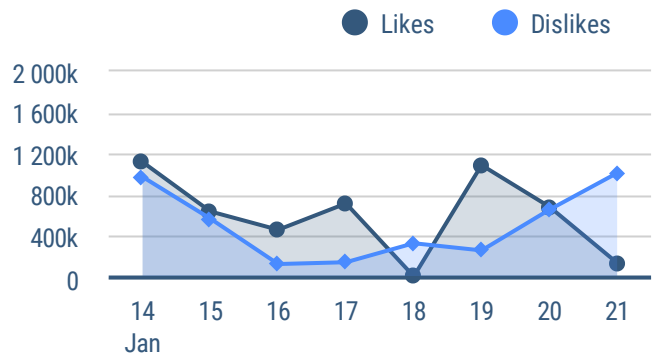


1,048,308
Total likes

8.28%
968,107

Page: Whatagraph

Total page likes



Page: Whatagraph

Total interactions

Likes	290,669	-75.97%
Comments	17,553	-93.90%
Shares	378,294	171.32%

Page: Whatagraph

Each post on average receives

Likes	1,221.26	24.01%
Comments	1,070.83	168.18%
Shares	1,008.46	34.21%

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Clicks on page CTA



397,839
CTA clicks (logged in)

200.82%
132,250

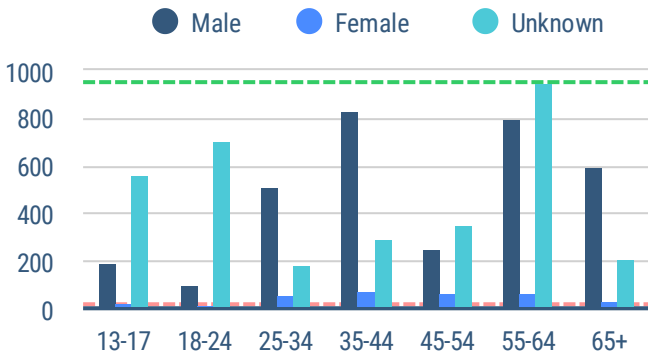
Page: Whatagraph

Top times for posting

Top day	Tuesday	0%
Top time	16:54:00	0%

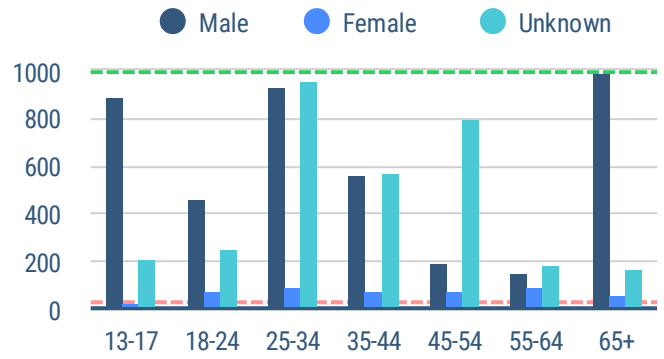
Page: Whatagraph

Page likes by audience



Page: Whatagraph

Page CTA clicks by audience



Page: Whatagraph

Page engagements

Number of people who clicked anywhere on the page



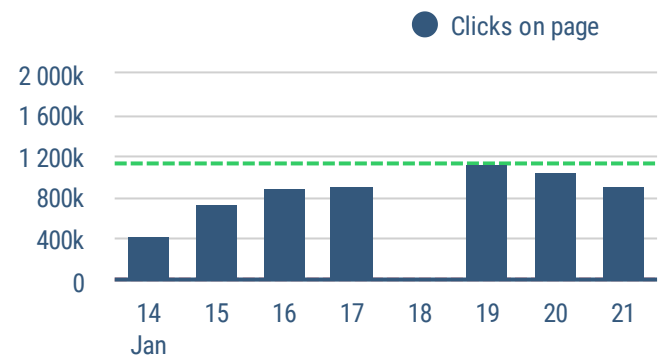
294,589

Clicks on page

-6.53%
 << 315,166

Page: Whatagraph

Page engagement



Page: Whatagraph

Top performing posts

Message	Reach	Clicks	Engagement
All you need to do is sign up with your Google Analyti...	822,769 9.47%	262,725 428%	831,487 -1.11%
#Tuesday is the most productive day of the week!	689,955 125%	95,591 2093%	312,128 -44.08%
Infographic guide on making the most of mobile vs. d...	482,383 289%	32,862 997%	277,148 -0.86%
Client's expectations VS client's budget	371,572 310%	11,945 963%	28,283 -67.1%
Going forward	340,874 1346%	10,209 860%	5,021 -92.05%
TI reached out to our clients asking what they thought...	195,177 4212%	8,366 970%	2,532 -94.55%
Do you have one?	84,730 1813%	1,858 2139%	2,004 -85.26%

Page: Whatagraph