

Your SEO performance report

Website:
whatagraph.com

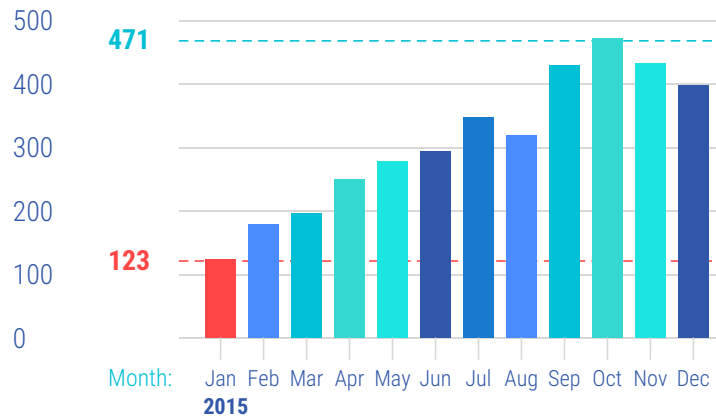


Report period:
2015.01.01 — 2015.12.31

Compared to:
2014.01.01 — 2014.12.31

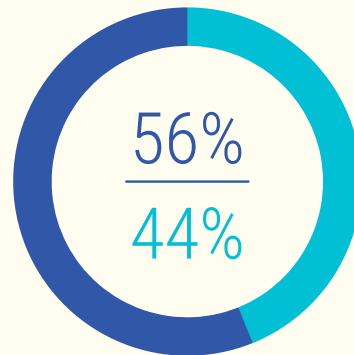
Total users

1.4K ↓ -51.5% Previous: 3.0K

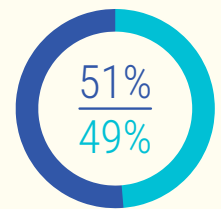


New VS. Returning

● New visitors Total: 3.7K ↓ -15.0%
● Returning Total: 2.9K ↓ -30.0%



This period



Previous

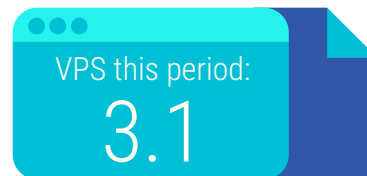
Total Page Views

54.9K ↓ -34.5% Previous: 83.8K



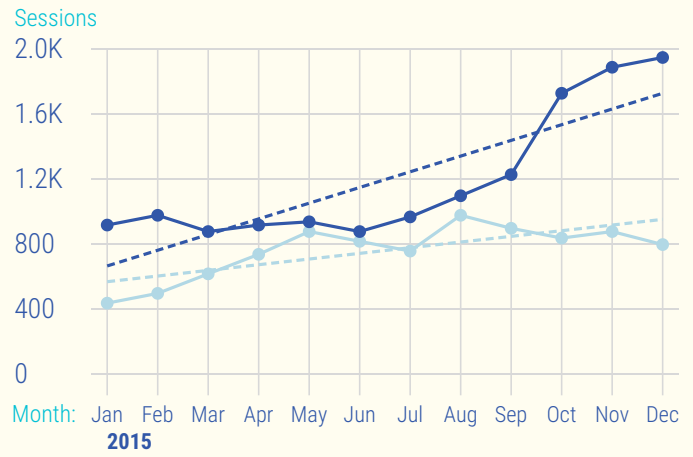
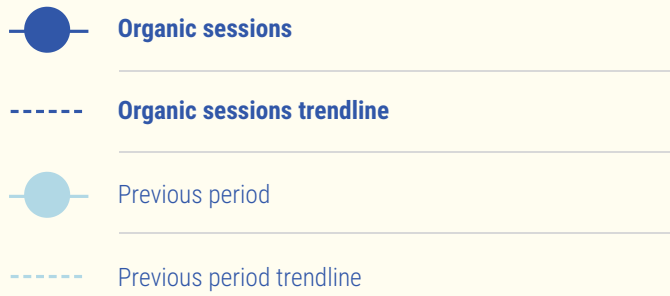
Views per Session

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

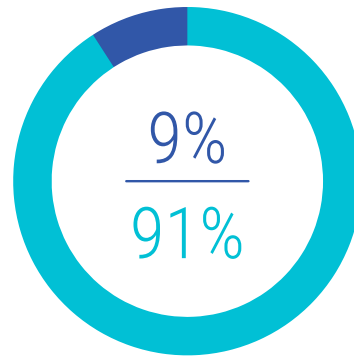
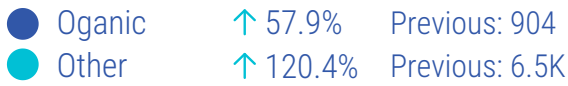


↓ -50.5%
Previous: 6.3

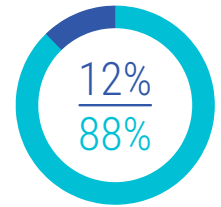
Organic traffic



Organic vs. other traffic



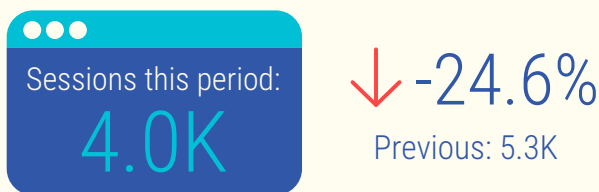
This period



Previous

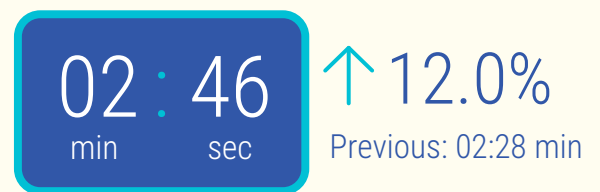
Sessions

A period of up to 30 minutes during which the user interacts with your site. Browsing, e-commerce, contact forms are all actions taken during a session



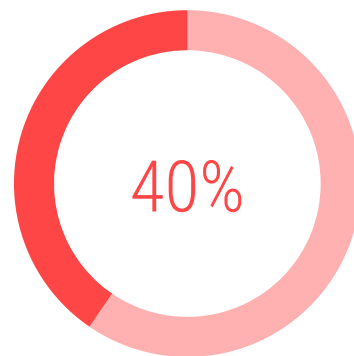
Average Session Time

The statistic 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



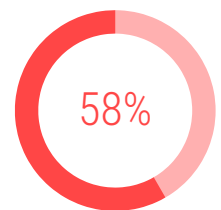
Bounce rate

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



This period

↓ -30.7%



Previous

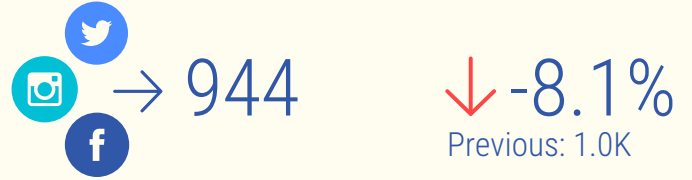
All referrals

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



Social referrals

These people clicked on a link from social site such as Facebook, Google+ or Twitter

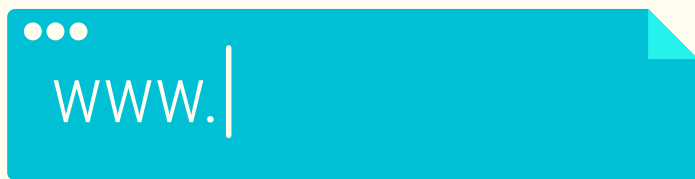


Top traffic sources

	Sessions	Change
Direct	5.3K	↑ 69.8%
Referral	1.0K	↑ 46.5%
Social	838	↑ 14.2%
Organic Search	418	↑ 13.6%

New users	Bounce rate	Avg. session time
3.2K ↑ 3.4%	63.1% ↑ 10.5%	03min 36sec ↑ 12.5%
404 ↑ 11.0%	49.9% ↓ -28.6%	05min 28sec ↑ 7.5%
539 ↑ 36.8%	68.0% ↑ 28.3%	06min 50sec ↑ 14.5%
163 ↑ 15.6%	42.4% ↓ -12.4%	06min 34sec ↑ 8.2%

Page Views by URL (TOP 5)



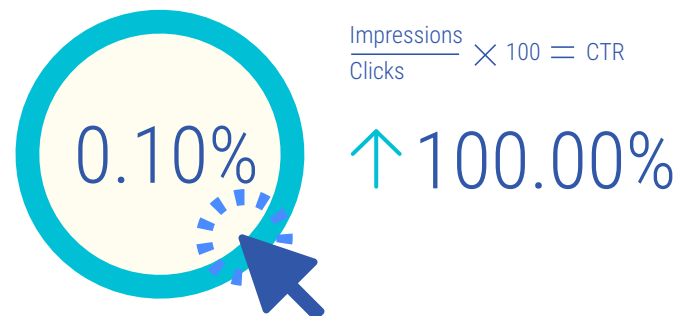
1	Yourexamplesite.com	2.9K
2	Yourexamplesite.com - Home	1.9K
3	Yourexamplesite.com - Services	1.7K
4	Yourexamplesite.com - Contact Us	930
5	Yourexamplesite.com - Login	844

Impressions vs. clicks

● Impr. ↑ 100.0% ● Clicks ↑ 100.0%



Click through rate

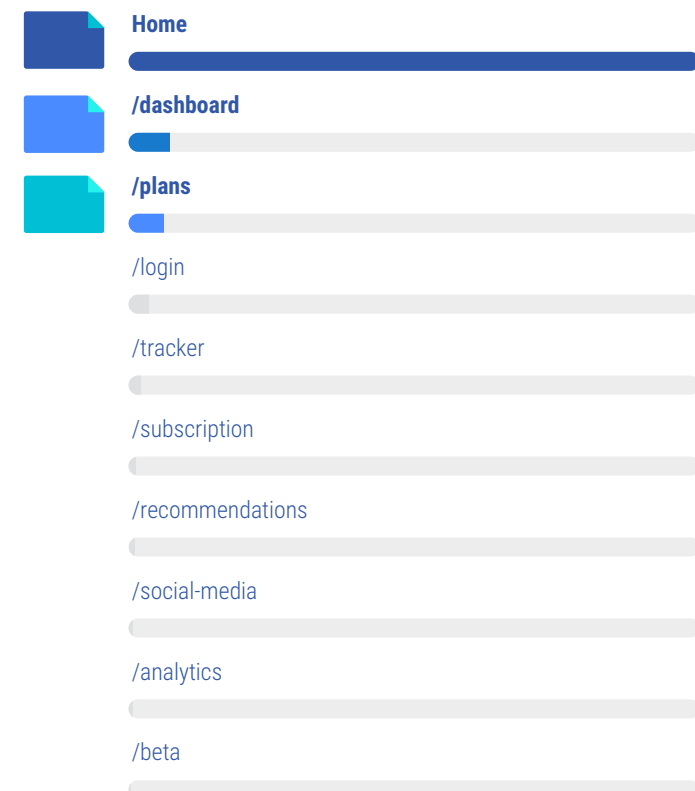


Top searches



Clicks	Impressions	Average Rank
1.5K ↑55.9%	545 ↑17.5%	1.3 ↑31.0%
1.1K ↑29.2%	458 ↓-10.2%	3.1 ↓-34.6%
889 ↑12.3%	543 ↑24.5%	4.9 ↓-18.7%
828 ↑11.7%	627 ↑81.2%	5.0 ↓-37.8%
736 ↑6.5%	526 ↑34.5%	6.8 ↓-24.4%
605 ↑0.0%	312 ↑0.0%	8.3 ↑0.0%
583 ↓-14.9%	285 ↓-24.0%	9.2 ↓-22.2%
541 ↑25.8%	218 ↓-29.7%	11.1 ↓-35.8%
474 ↓-6.1%	212 ↓-46.6%	12.3 ↓-27.3%
438 ↑11.5%	129 ↓-57.3%	16.1 ↓-28.3%

Top landing pages



Sessions	Page views	Views per session
3.7K ↑32.2%	11.2K ↑23.1%	3.0 ↓-6.9%
269 ↑86.8%	1.9K ↑102.5%	7.0 ↑8.4%
232 ↑116.8%	1.3K ↑174.5%	5.6 ↑26.6%
132 ↑69.2%	858 ↑132.5%	6.5 ↑37.4%
78 ↑13.0%	537 ↑4.9%	6.9 ↓-7.2%
48 ↓-9.4%	698 ↓-2.0%	14.5 ↑8.3%
38 ↑18.8%	80 ↑1.3%	2.1 ↓-14.7%
31 ↑6.9%	41 ↓-2.4%	1.3 ↓-8.7%
30 ↑0.0%	41 ↓-12.8%	1.4 ↓-12.8%
18 ↑5.9%	73 ↓-4.0%	4.1 ↓-9.3%