

Your website performance report

Website: whatagraph.com

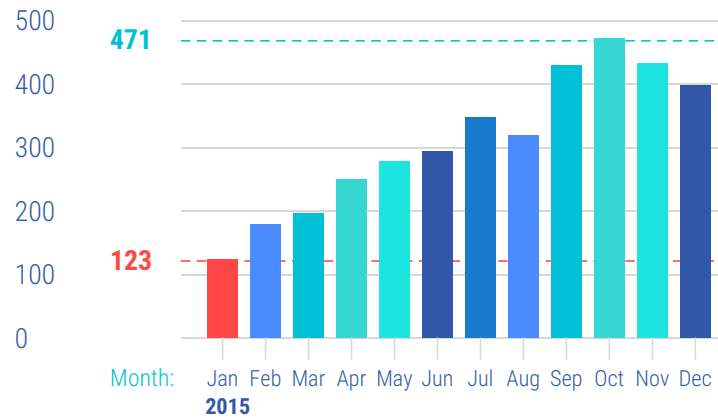


Report period: **01.01.15** — **31.12.15**

Compared to: 01.01.14 — 31.12.14

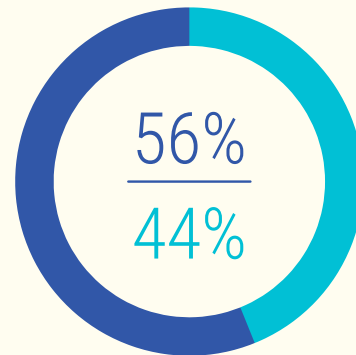
Total users

1.4K ↓ -51.5% Previous: 3.0K

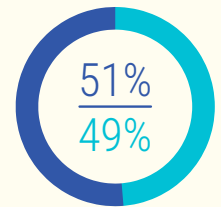


New VS. Returning

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



This period



Previous:

Sessions

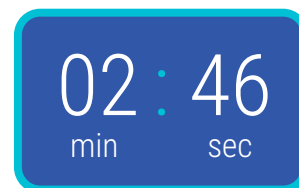
A period of up to 30 minutes during which the user interacts with your site. Browsing, e-commerce, contact forms are all actions taken during a session



↓ -24.6% Previous: 5.3K

Average Session Time

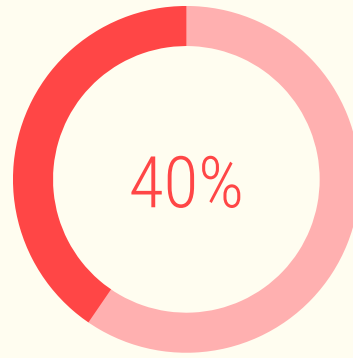
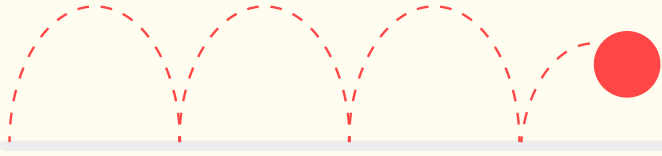
The statistic can vary depending on the type of your website. If it's really short (20 sec or less), you should really focus on improving usability and content



↑ 12.0% Previous: 02:28 min

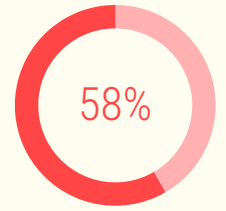
Bounce rate

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:

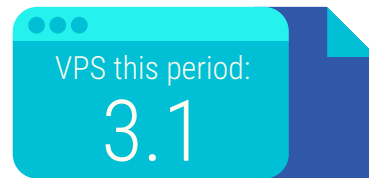
Total Page Views

54.9K ↓ -34.5% Previous: 83.8K



Views per Session

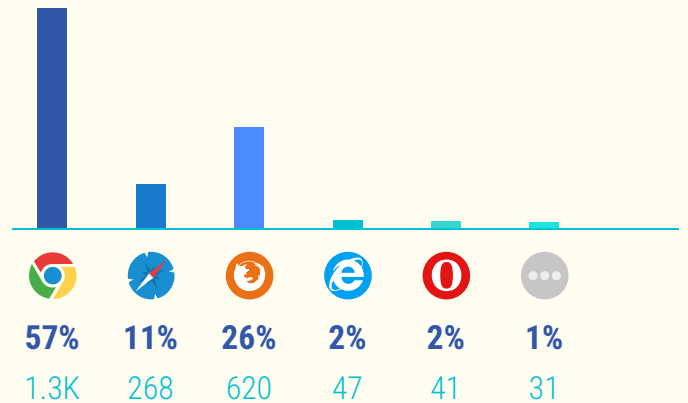
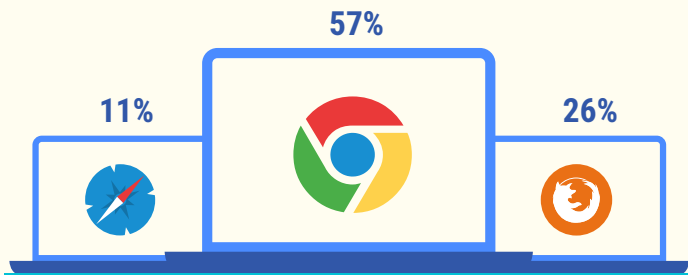
An average amount of Page Views your users interact with during a session



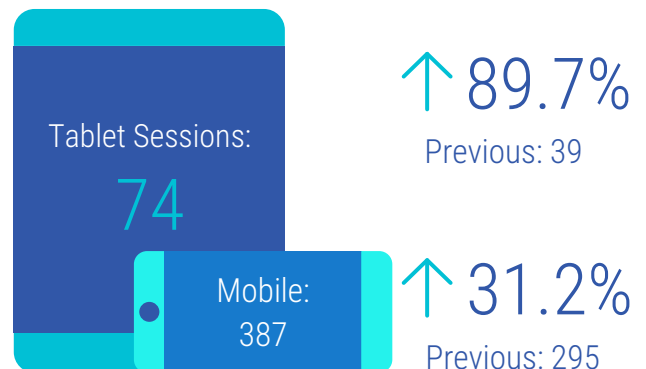
↓ -50.5%

Previous: 6.3

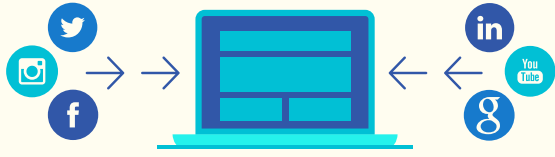
Sessions by browser



Mobile VS. Desktop

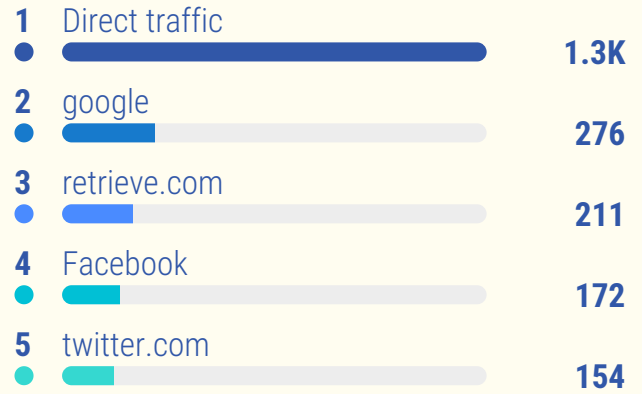


Sources of traffic

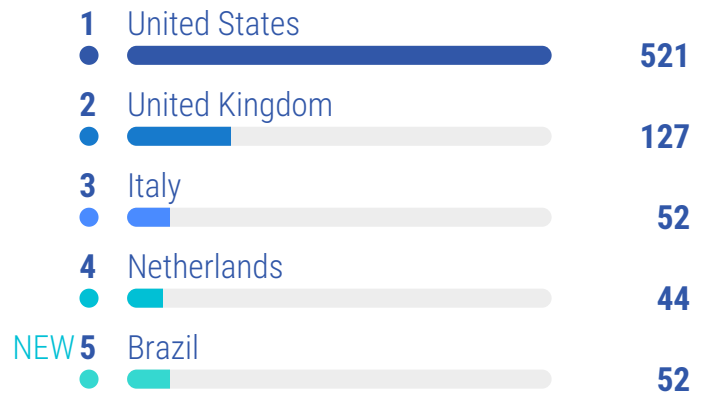
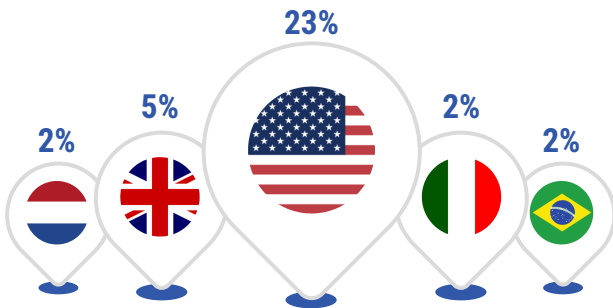


Social Traffic (Facebook, Twitter, Instagram etc.)

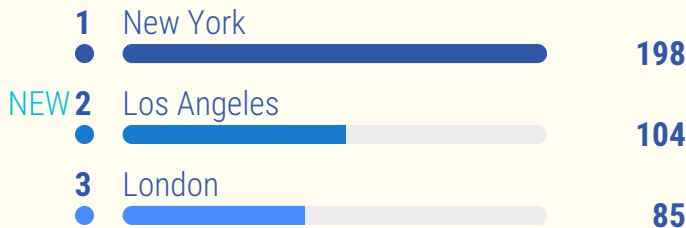
944 ↓ -8.1%



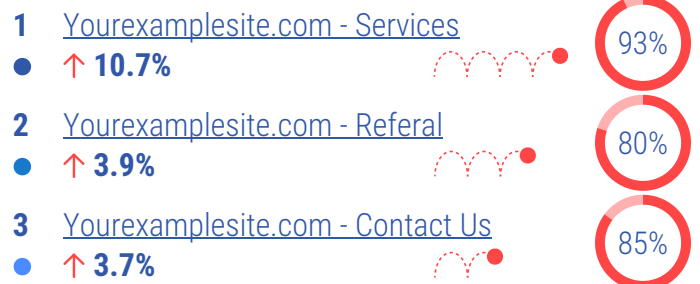
Sessions by Country



Sessions by City

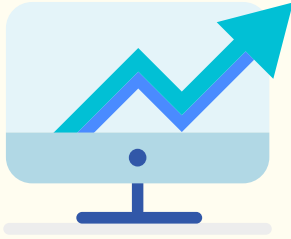


Pages with most increased bounce rate



Trending pages

Pages with the highest increase in views this period



- 1 [Yourexamplesite.com - Services](#) +49
- 2 [Yourexamplesite.com - Register](#) +20

Descending Pages

Pages with the biggest decrease in views this period



- 1 [Yourexamplesite.com - Contact Us](#) -200
- 2 [Yourexamplesite.com - Home](#) -143
- 3 [Yourexamplesite.com](#) -108
- 4 [Yourexamplesite.com - Login](#) -100

Pages with the highest Bounce Rate

Pages with above average views



- 1 [Yourexamplesite.com](#) 99%
● ↓ -1.0% Previous: 100%
- 2 [Yourexamplesite.com - Home](#) 100%
● ↑ 0.0% Previous: 100%
- 3 [Yourexamplesite.com - Services](#) 93%
● ↑ 10.7% Previous: 84%
- 4 [Yourexamplesite.com - Contact Us](#) 85%
● ↑ 3.7% Previous: 82%
- 5 [Yourexamplesite.com - Login](#) 73%
● ↓ -2.7% Previous: 75%

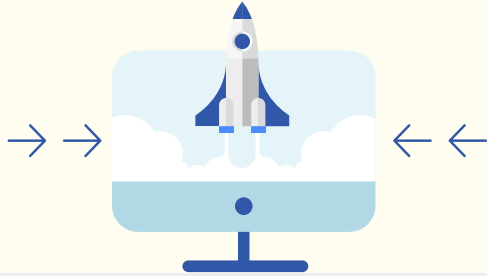
Pages with the highest exit count



- 1 [Yourexamplesite.com](#) 1.9K
● ✖ 1.8K ↓ -9.5% Previous: 1.9K
- 2 [Yourexamplesite.com - Home](#) 485
● ✖ 396 ↓ -18.4% Previous: 485
- 3 [Yourexamplesite.com - Services](#) 288
● ✖ 314 ↑ 9.0% Previous: 288
- 4 [Yourexamplesite.com - Contact Us](#) 190
● ✖ 250 ↑ 31.6% Previous: 190
- 5 [Yourexamplesite.com - Login](#) 152
● ✖ 169 ↑ 11.2% Previous: 152

Channels with highest increase in traffic

Measured in Sessions



- 1 Social **738**
● ↑ **+180** Previous: 558
- 2 Organic Search **378**
● ↑ **+10** Previous: 368

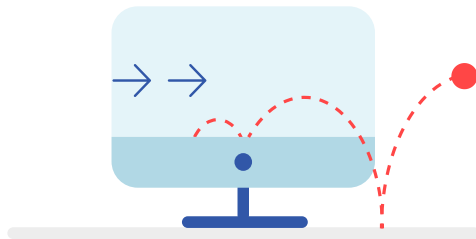
Channels with highest decrease in traffic

Measured in Sessions



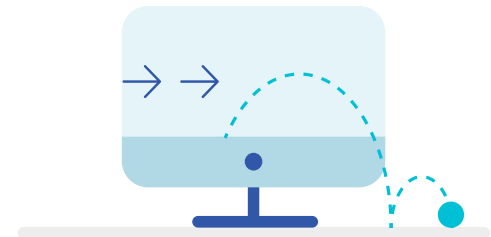
- 1 Direct **3.0K**
● ↓ **-325** Previous: 3.3K
- 2 Referral **765**
● ↓ **-115** Previous: 880
- 3 Display **8**
● ↓ **-4** Previous: 12

Channels with highest increase in bounce rate



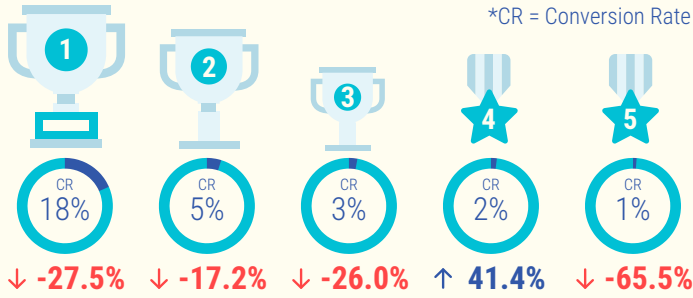
- 1 Email **72%**
● ↑ **24.1%** Previous: 58%
- 2 Social **67%**
● ↑ **8.1%** Previous: 62%
- 3 Organic Search **52%**
● ↑ **9.8%** Previous: 47%

Channels with most improved bounce rate



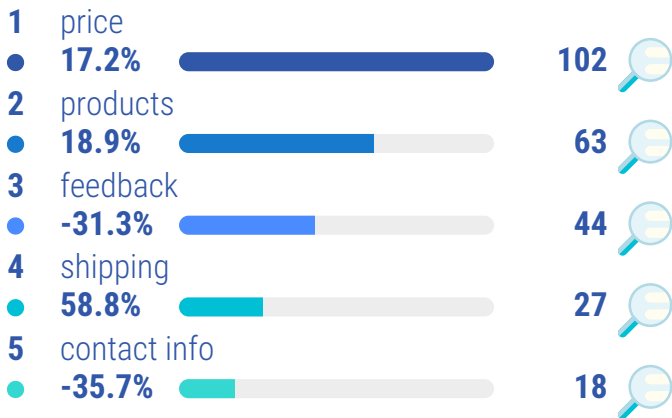
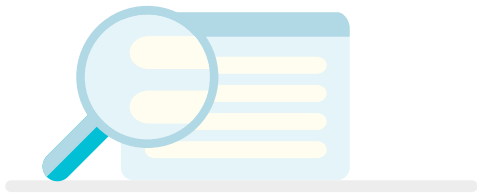
- 1 (Other) **58%**
● ↓ **-30.0%** Previous: 83%
- 2 Referral **49%**
● ↓ **-23.6%** Previous: 64%
- 3 Display **80%**
● ↓ **-9.1%** Previous: 88%

Top Completed Goals



| Goal name | Completions | Value |
|---------------------|-------------|-------|
| 1 User Login | 94 | 8.0 |
| 2 User Registration | 27 | 5.0 |
| 3 User Feedback | 8 | 3.0 |
| 4 Service purchased | 15 | 8.0 |
| 5 Referral Used | 11 | 3.0 |

Top 5 most popular inside searches



Top 5 Pages and their Loading Times

