

# Your organic traffic performance report



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

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

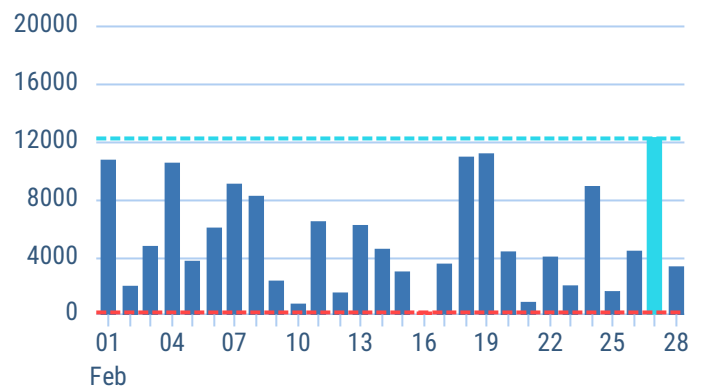
Duration: 28 days

## Total visitors



9489  
Total users

+90.16%  
Previous:  
4990



Source: whatagraph.com

## New vs. returning



4128  
New sessions

+6.25%  
Previous:  
3885



6920  
Returning sessions

+249.49%  
Previous:  
1980

Source: whatagraph.com

## Total page views



5047  
Page views

-45.48%  
Previous:  
9257

## Views per session

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





31.97  
Views per session

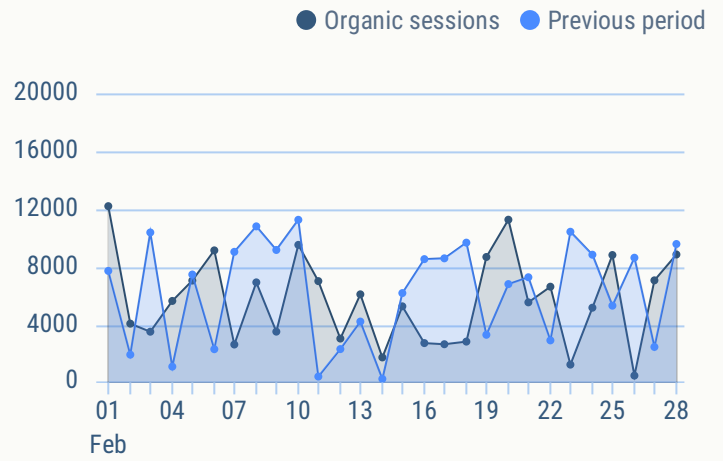
-64.05%  
Previous:  
88.92

Source: whatagraph.com

Source: whatagraph.com

# Organic traffic

	Organic sessions	4.32K	35.7%
	Previous period	9.16K	55.5%

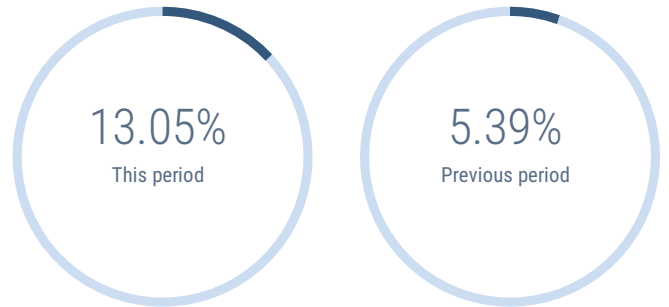


Source: whatagraph.com

# Organic vs. other traffic

Measures sessions between organic and other traffic

	Organic	1294	164.08%
	Other	8619	0.26%



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.



# 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.

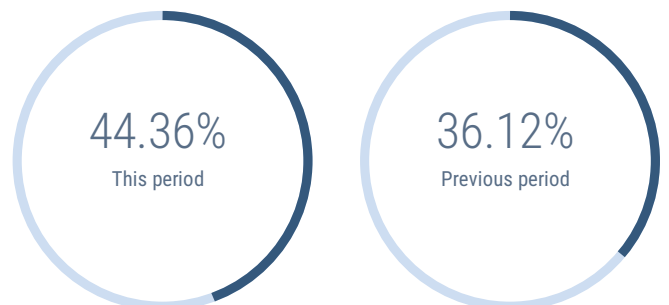
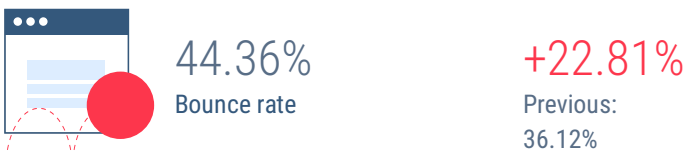


Source: whatagraph.com

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%.



Source: whatagraph.com

## All referrals

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



5387  
Visitors

-52.54%  
Previous:  
11351

Source: whatagraph.com

## Social referrals

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



6748  
Visitors

-70.33%  
Previous:  
22741

Source: whatagraph.com

## Top traffic sources

	Sessions		New users		Bounce rate		Avg. session time
Organic Search	2464	146.40%	1075	115.00%	54.33%	80.38%	54.33% 14min 54sec
Direct	1566	56.60%	681	36.20%	48.32%	60.85%	48.32% 08min 27sec
Referral	1314	30.88%	530	5.79%	37.67%	24.74%	37.67% 08min 26sec
Social	1069	6.58%	516	2.99%	33.04%	9.40%	33.04% 08min 25sec

Source: whatagraph.com

## Page views by URL

	Page views	
Home	173	1.00%
Shop	93	0.54%
Catalog	34	0.20%
More	5	0.03%

Source: whatagraph.com

## Impressions vs. clicks

Impressions	1474	-44.94%
Clicks	6543	-34.05%

Source: whatagraph.com





## Click through rate


CTR = (Clicks/Impressions) \* 100









Source: whatagraph.com


## Top searches

	Clicks		Impressions		Average rank	
 Price	450	800.00%	2777	177.70%	28.58	185.80%
 Products	61	22.00%	2734	173.40%	14.93	49.30%
 Feedback	53	6.00%	1865	86.50%	12.53	25.30%
 Shipping	51	2.00%	1644	64.40%	10.82	8.20%
 Contact info	51	2.00%	1497	49.70%	10.58	5.80%
 Mobile	51	2.00%	1400	39.72%	10.33	0.39%
 Service	50	0.00%	1195	19.38%	10.06	-1.85%
 Price	50	0.00%	1193	19.30%	10.02	0.20%
 Products	50	0.00%	1086	8.60%	10.01	0.10%
 Feedback	50	0.00%	1061	6.10%	10.01	0.10%
 Shipping	50	0.00%	1048	4.80%	10.00	0.00%

 Source: whatagraph.com

## Top landing pages

	Sessions		Page views		Views per session	
 /home	1533	91.63%	2840	13.60%	19.28	284.06%
 /shop	836	4.50%	2587	3.48%	9.41	87.82%
 /catalog	827	3.38%	2587	3.48%	9.01	80.20%
 /more	801	0.13%	2563	2.52%	7.16	43.20%
 /forum	801	0.13%	2534	1.36%	6.09	21.80%
 /Vilnius	800	0.00%	2526	1.00%	5.58	10.71%
 /Milan	800	0.00%	2519	0.76%	5.14	1.98%
 /home	800	0.00%	2501	0.04%	5.09	1.39%
 /shop	800	0.00%	2501	0.04%	5.02	0.20%
 /catalog	800	0.00%	2500	0.00%	5.01	0.20%

 Source: whatagraph.com