

Your SEO performance report



Report date: 01/01/2017 – 31/12/2017

Compared to 01/01/2016 – 31/12/2016

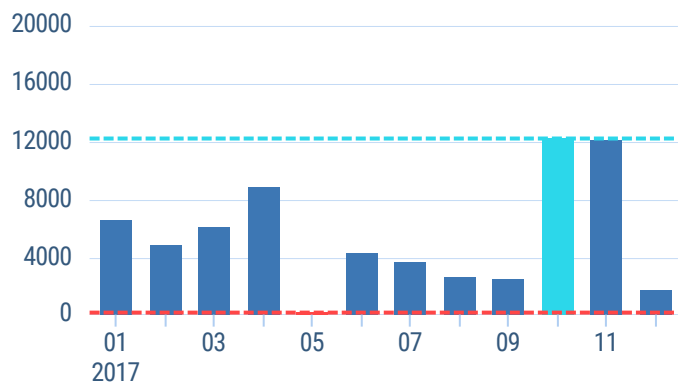
Duration: 365 days

Total visitors



1 157
Total users

-85.32%
Previous:
7 882



Source: whatagraph.com

New vs. returning



1 547
New sessions

-16.78%
Previous:
1 859



16 850
Returning sessions

+334%
Previous:
3 881

Source: whatagraph.com

Total page views



3 763
Page views

+3 144%
Previous:
116

Views per session

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





45.90
Views per session

-11.65%
Previous:
51.95

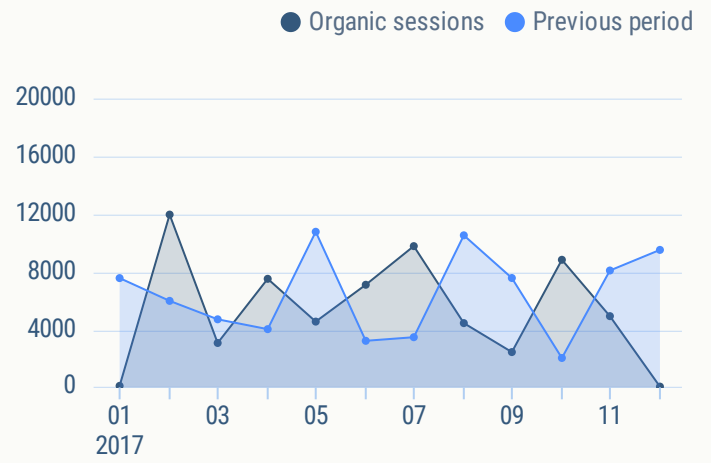
Source: whatagraph.com

Source: whatagraph.com

Organic traffic

	Organic sessions	4 953	98%
	Previous period	2 250	53.79%

Source: whatagraph.com

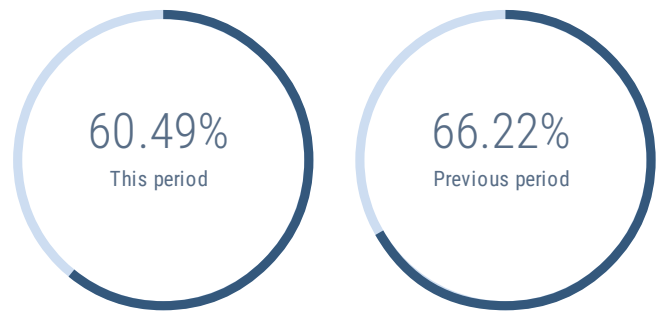


Organic vs. other traffic

Measures sessions between organic and other traffic

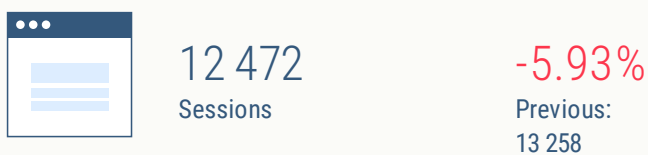
	Organic	7 732	-33.31%
	Other	5 051	-14.58%

Source: whatagraph.com



Sessions

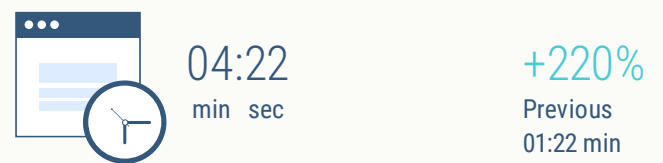
A period during which the user interacts with your site. Browsing, e-commerce, contact forms are all actions taken during a session



Source: whatagraph.com

Average session time

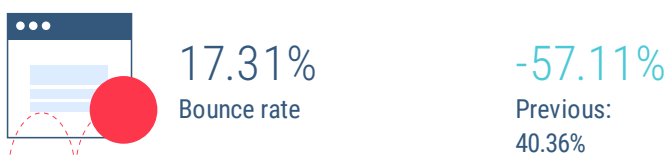
The statistics can vary depending on the type of your website. If it's really short, (20 sec or less), you should really focus on improving usability and content



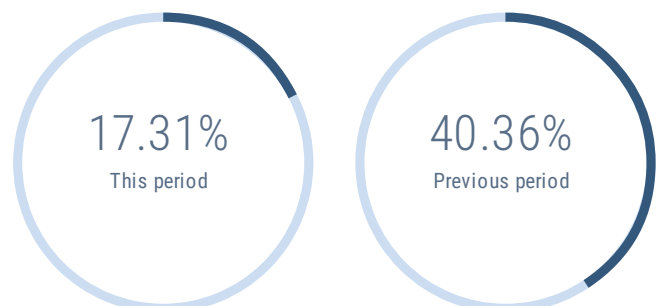
Source: whatagraph.com

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



6 647
Visitors

+290%
Previous:
1 703

Source: whatagraph.com

Social referrals

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



26 884
Visitors

+320%
Previous:
6 408

Source: whatagraph.com

Top traffic sources

	Sessions		New users		Bounce rate		Avg. session time
Organic Search	1 031	3.10%	1 320	163%	59.86%	99.53%	34min 47sec
Direct	1 019	1.90%	713	42.60%	58.63%	95.43%	15min 58sec
Referral	1 015	1.50%	672	32.02%	45.20%	50.52%	08min 28sec
Social	1 000	0%	563	10.61%	36.82%	22.73%	08min 22sec

Source: whatagraph.com

Page views by URL

		Page views	
Home		4 039	1%
Shop		1 704	0.42%
Catalog		880	0.22%
More		177	0.04%

Source: whatagraph.com

Impressions vs. clicks

Impressions	7 743	-29.70%
Clicks	4 434	-37.18%

Source: whatagraph.com

Click through rate


CTR = (Clicks/Impressions) * 100













Source: whatagraph.com


Top searches

	Clicks		Impressions		Average rank	
 Price	333	553%	1 935	93.31%	29.17	192%
 Products	215	322%	1 332	33.07%	16.81	68.10%
 Feedback	54	5.88%	1 009	0.90%	15.41	54.10%
 Shipping	52	1.96%	1 004	0.40%	12.17	21.70%
 Contact info	52	1.96%	1 000	0%	10.68	6.80%
 Mobile	51	0%	1 000	-0.10%	10.30	3%
 Service	51	0%	1 000	-0.10%	10.13	1.30%
 Price	51	0%	1 000	-0.10%	10.02	0.20%
 Products	50	-1.96%	1 000	-0.10%	10.01	0.10%
 Feedback	50	-1.96%	1 000	0%	10	0%
 Shipping	50	-1.96%	1 000	0%	10	0%

 Source: whatagraph.com

Top landing pages

	Sessions		Page views		Views per session	
 /home	1 031	28.07%	3 362	34.48%	15.56	205%
 /shop	826	3.12%	2 579	3.16%	13.17	162%
 /catalog	819	2.38%	2 541	1.64%	5.05	0.40%
 /more	808	1%	2 533	1.32%	5.03	0.40%
 /forum	808	1%	2 505	0.20%	5	0%
 /Vilnius	800	-1.96%	2 503	0.12%	5	-6.19%
 /Milan	800	-0.74%	2 500	0%	5	-2.15%
 /home	800	-0.62%	2 500	0%	5	-2.15%
 /shop	800	-0.12%	2 500	0%	5	-0.60%
 /catalog	800	0%	2 500	0%	5	-0.60%

 Source: whatagraph.com