



Your Website Report

MONTH OF JULY 2015

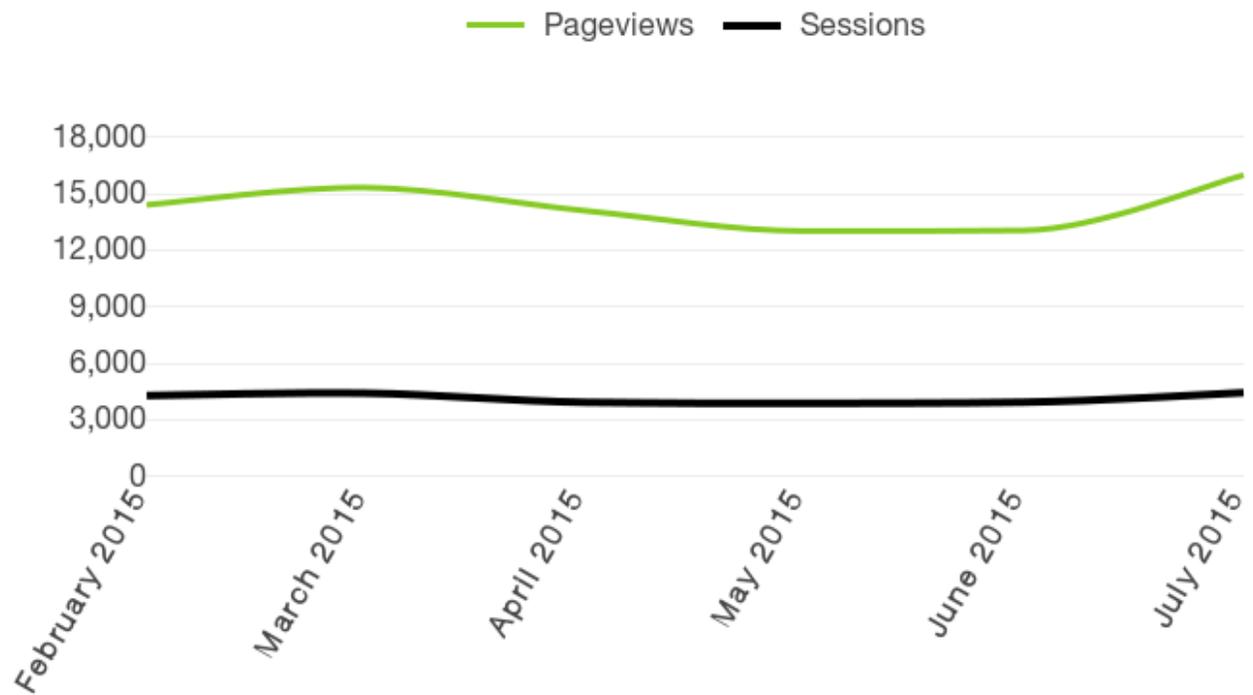


Sessions Up, Higher Than 12-Month Monthly Average

Overall [sessions](#) increased by 13% month-over-month to 4,460. That's more than your 12-month monthly average of 4,061 sessions. [Referrals](#) and [direct traffic](#) both drove the increase in traffic, rising 17% and 9%, respectively.

- Total pageviews from the top ten pages on your site were down from the month of June at 3%, but pageviews of [Page Title A](#) were up 24% to 4,727.
- Last month, your site's total pageviews increased 22% to 16,008. Similarly, your pages per session rose 9% to 3.6, which is close to your monthly average over the past year.
- Users seemed to be more engaged with your [Page Title B](#) page last month, having spent 18.0 minutes longer on the page, making it the most improved among all pages on your site. Average duration on your [Page Title C](#) page, on the other hand, dropped to 4 seconds from 5.6 minutes- the biggest decrease of any page.

Sessions Up From Prior month



Traffic Sources

Direct sessions were up to 1,403 from 1,288 last month and accounted for 31% of your site's total traffic. In the month of June, direct traffic made up 33% of total sessions. Organic search traffic was up to 1,319 sessions from 1,208 a month prior, and accounted for 30% of site traffic overall.

New Referrals

These are the top referrers that started sending you traffic last month for the first time in the most recent 12-month period

[Referral Site A](#) and [Referral Site B](#) were the new referrers that drove the most traffic last month with 126 sessions and 31 sessions, respectively.

Referral	Sessions	Average Time on Site
Referral Site A	126	281 seconds
Referral Site B	31	90 seconds
Referral Site C*	26	91 seconds
Referral Site D	25	79 seconds
Referral Site E	21	139 seconds

*Note that for referral sessions with an average time on site of zero, there was likely only one pageview, so Google Analytics was unable to calculate an average session duration.

A star on a referrer indicates that this is likely a source of referral spam. Please see [this resource](#) for guidance on how to prevent and filter out this kind of spam.

New vs. Returning Users

Although new sessions rose to 2,578, they accounted for a smaller proportion of total sessions (58%). New users spent 16 fewer seconds on your site than returning users did last month. This could indicate that your new users didn't find the information they needed or came to the site expecting something else.

Traffic By Device

Sessions from mobile, desktop, and tablet users were all up. Consistent with last period, desktop drove the most traffic. Mobile traffic was up 57% with 305 sessions, accounting for 7% of all traffic. Your site's tablet traffic increased 73% to 85 sessions month-over-month, but compared to a year ago, sessions were down 57%. Desktop traffic was up 27% with 4,052 sessions, accounting for 91% of all traffic.

Locations

The United States was the country with the largest number of sessions again last month (1,823), up 23%. Florida was the region that helped drive traffic with a 101% increase to 153 sessions. Minnesota dropped out of the top five regions by sessions last month moving from sixth to 18th.

Paid Search

Last month, your total cost per click dropped 13% to \$2.44. The decline, driven by higher clicks, was led by the ad group Ad Group #1, as clicks increased 47% to 121.

Your paid search costs rose to \$361 from \$297 one month before. Additional spending on the **Marketing Term** keyword drove the increase.

Goals and Conversions

You had 7 goals active during this month. Four goals saw slight increases in conversion rate. **Goal A and Goal B** had the highest goal completions and also the highest percent increase since last month. The majority of your goal completions were driven by Search traffic.

Goal	Conversion Rate	Goal Completions	Top Segment
Goal A	0.61% (↑65%)	159 (↑45%)	search traffic
Goal B	0.49% (↑39%)	130 (↑106%)	search traffic
Goal C	0.41%	107	search traffic
Goal D	0.19% (↓11%)	130 (↑32%)	search traffic
Goal E	0.02%	4	search traffic
Goal F	0.01% (↑1%)	3 (↑50%)	direct traffic
Goal G	0.01% (↑35%)	2 (↑100%)	search traffic

Events

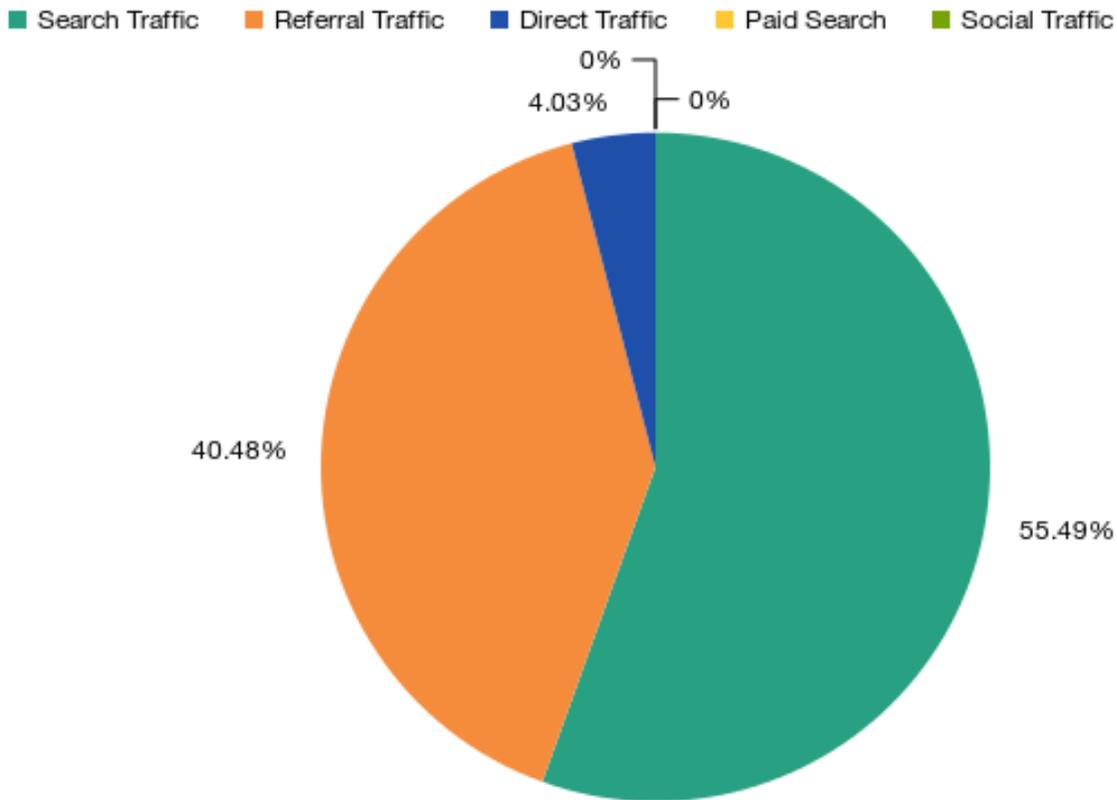
Visitors showed the same engagement compared to last month with an average of 12.7 completions per session. Consistent with last period, referral traffic drove the most events, with 1,635 completions.

Event	Completions	Percent Change
Event A	1094	↑9%
Event B	934	↑20%
Event C	908	↑22%
Event D	757	↑11%
Event E	24	↑19%
Event F	13	↑29%
Event G	24	↑19%
Event H	13	↑79%

Ecommerce

Revenue rose 32% to reach \$14,705 in line with a rise in the number of transactions even as the average order size was unchanged. The former went up 15% to 39 and the latter stayed at \$287. The conversion rate fell month over month by 0.47% points to reach 1.24%. Consistent with last period, search traffic drove far more revenue than the other segments, with \$6,195.

Segment Contribution Breakdown



Customers were quicker to purchase, with both days and sessions to transaction falling month over month. Days to transaction dropped 31% from 33.5 to 23.1 days and sessions to transaction went down 15% from 4.7 to 4.0 sessions.

Product A came in as the product with the highest overall revenue at \$1,940. Product D came in as the product with the highest overall number of transactions at five.