

Sessions

4,286

New users

3,390

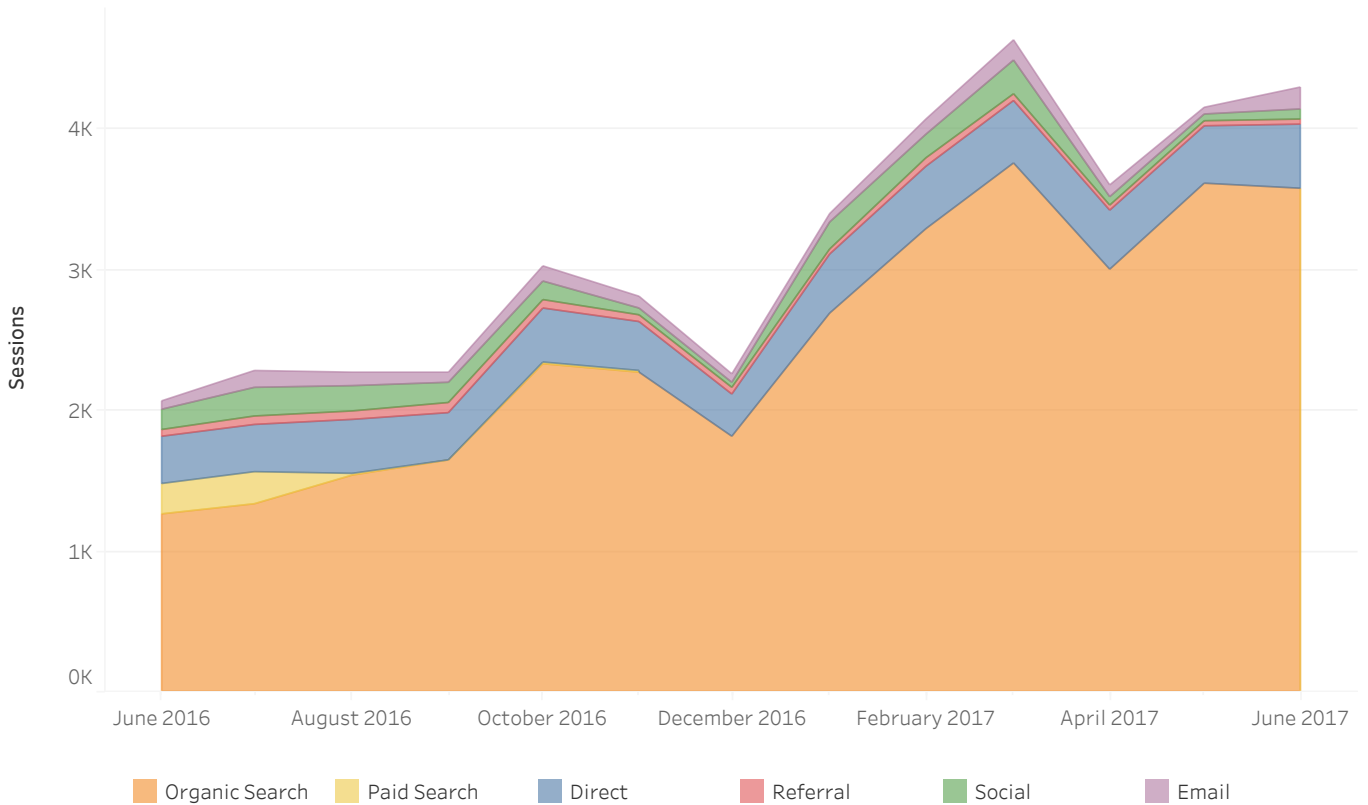
Pageviews

7,147

Events

361

13 month trend



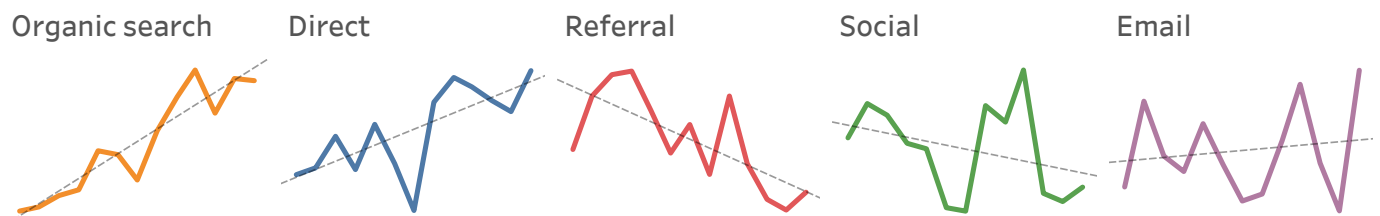
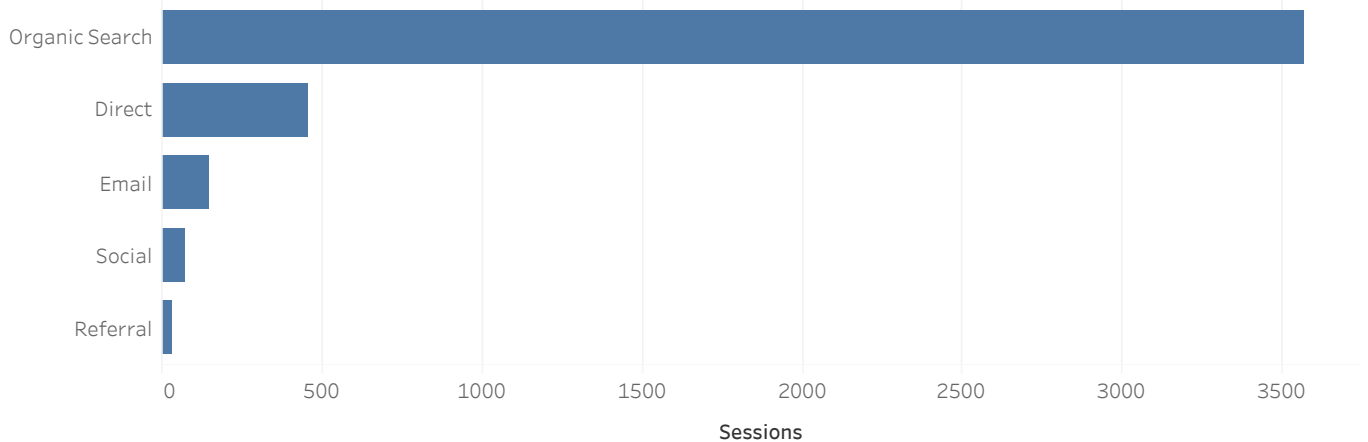
The context

There were 4,286 sessions last month, up 3% compared to the previous month and 31% higher than the 12 month average of 3,155. That's a big (107%) increase on the same period last year.

Observations and recommendations

- Traffic showed a small increase in June, in line with the trend for previous years.
- Despite that, the number of user contact points increased by 17% and article calls to action by 65%
- There are improvements to the reporting this month with new spam filter updates and "sparklines" in the Call to action section.

Channel performance - Volume



This period

Organic Search was the largest referrer, responsible for 3,568 sessions, accounting for the majority (83%) of the traffic to the site. That's a 1% increase on the previous period.

Direct was the second largest referrer, responsible for 458 sessions, contributing 11% of the site traffic. That's a 14% increase over the previous month.

Social contributed 73 sessions, accounting for just 2% of the traffic to the site. That's a 40% increase over the previous month although with such a small volume of traffic any assumptions should be carefully checked.

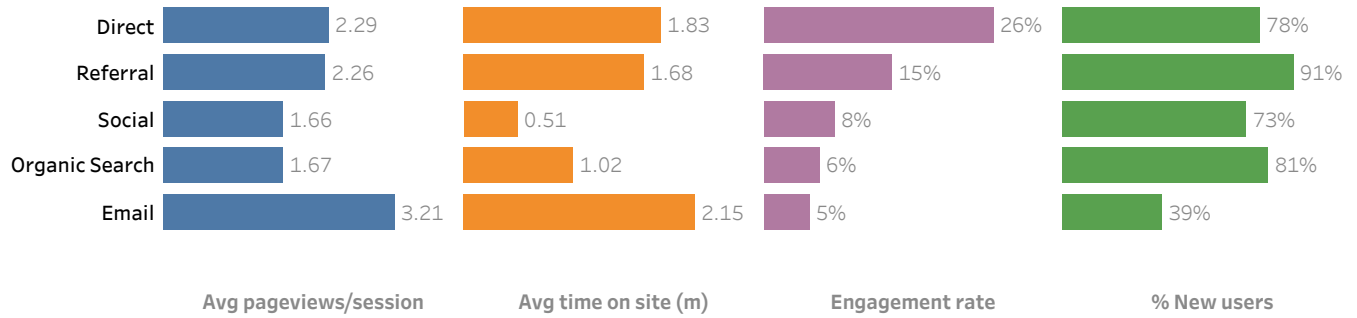
Referral contributed 34 sessions, contributing just 1% of the site traffic. That's a 21% increase over the previous month although with such a small volume of traffic any assumptions should be carefully checked.

Email contributed 150 sessions, accounting for 4% of the site traffic. That's a significant 154% increase on the previous period.

Observations and recommendations

- Social and Referral show an increase over the previous period with Facebook and LinkedIn both showing improvements
- Despite that, both channels long term trends are down.
- Campaign activity (volume and quality) should be reviewed to establish why this is happening.
- Facebook brought 18 users to the "xyz" page although with very high bounce rates.
- That suggests they were tempted by the Facebook post but not engaged with the resulting landing page.
- LinkedIn users were much more engaged, visiting a variety of promoted Blog and News articles

Channel performance - Engagement



This period

Whilst the largest referrer, Organic Search only ranked 4th for time on site (1.02 minutes) and 4th for pageviews/session (1.67). With 228 events, it also provided the 4th most engaged users with an overall rate of 6%. 85% of the new users to the site came from Organic Search which was the highest proportion by channel.

Direct provided the most engaged users (121 events) with an overall rate of 26%. It ranked 2nd for time on site (1.83 minutes) and 2nd for pageviews/session (2.29). 11% of the new users to the site came from Direct which was the 2nd highest proportion by channel.

Social ranked lowest for time on site (0.51 minutes) and pageviews/session (1.66). With 6 events, it provided the 3rd most engaged users with an overall rate of 8%.

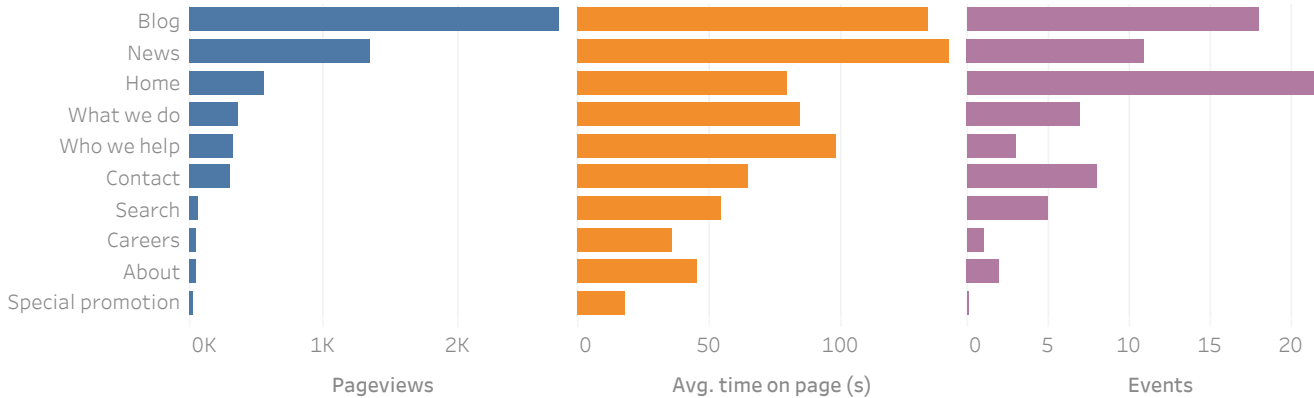
Referral ranked 3rd for time on site (1.68 minutes) and 3rd for pageviews/session (2.26). It provided the 2nd most engaged users (5 events) with an overall rate of 15%. Only 1% of the new users to the site came from Referral.

Even though it was the lowest by volume, Email ranked 1st for time on site (3.21 minutes) and pageviews/session (2.15). It generated the lowest number of events of all the channels.

Observations and recommendations

- Facebook referrals have reduced the overall engagement stats in the social chart above.
- Referrals performed much better with high pageviews per session and time on page.
- One in particular (xyz.com) resulted in 5 contact requests showing the value of linking with partner sites.
- Email referred users showed high pageviews per session and time on page but low engagement.
- This is common behaviour as they are users you already know (and who know you) so are less likely to engage with calls to action.

Site section performance



This period

Total pageviews for the site were up 6% on the previous month at 7,147. That’s 12% higher than the rolling 12 month average (6,405) and more than double the the same period last year.

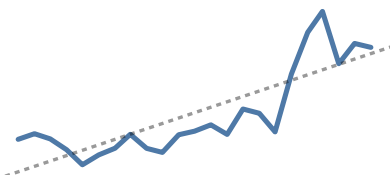
The top five sections in the chart above contributed more than 89% of the traffic to the site showing the importance of these areas to traffic growth.

Pageviews for Blog rose 3% last month to 2,762. This area ranked 2nd for time on page (133 seconds) and contributed 18 events (up 260%).

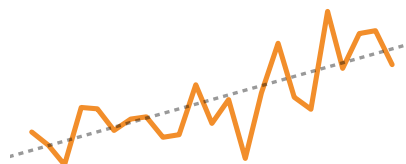
Traffic for the News section fell 13% last month to 1,355. News ranked top for time on page (141 seconds) and contributed 11 events (down 15%).

Blog and News trends

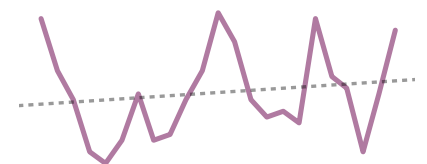
Pageviews



Time on page



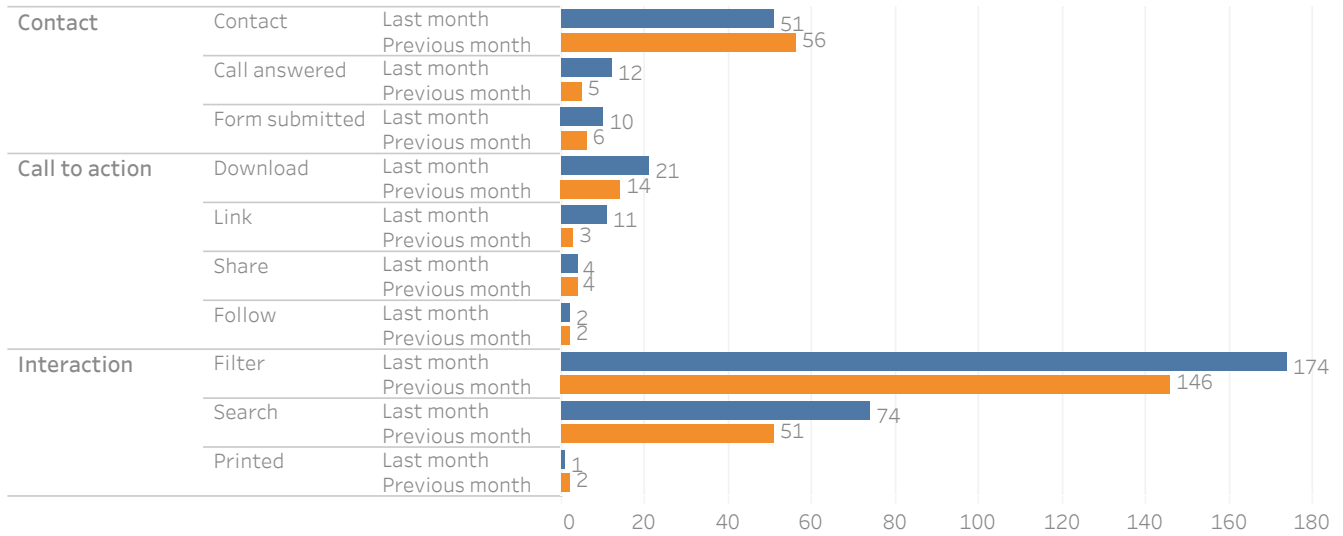
Events



Observations and recommendations

- Site traffic continues to increase with more than double the volume from the same period last year.
- Long term trends for Pageviews, Time on page and Events in the Blog and News sections are all positive.
- PDF downloads on the blog post "Analytics in the professional services industry" increased by 240%
- News traffic was lower due to less articles being published. Down from 30 last month to 22 this.

Calls to action

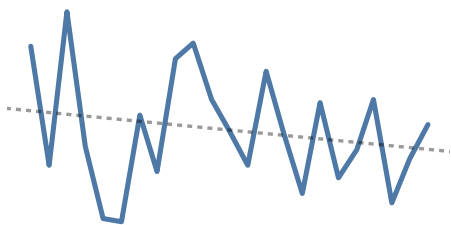


Main changes this period

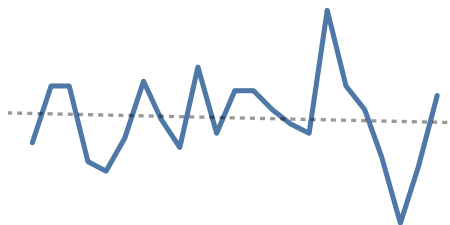
Total calls to action increased by 25% compared to the previous period. The main changes were:

- Search generated 74 calls to action, an increase of 45% on the last month.
- Download was responsible for 21 calls to action, up 50% on the previous month.
- Calls answered accounted for 12 events, an increase of 140% on the previous period.
- Link accounted for 11 events, an increase of 267% on the previous period.
- Form submitted generated 10 calls to action, an increase of 67% compared to July.

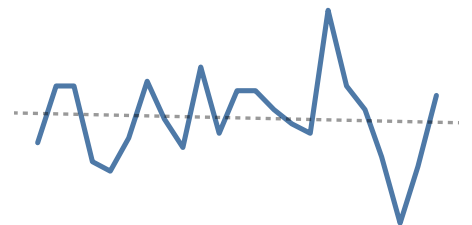
Contact



Call to action



Interaction



Observations and recommendations

- Despite the relatively flat traffic, "Contacts" increased by 17% and "Call to action" by 65%
- The long term trend for all interactions though is slightly negative.
- This should be reviewed across channels and page types to establish why this is happening.