

WEB ANALYTICS REPORT

September 2019

PREPARED FOR
PAPARICO

Overview

PAGEVIEWS

557

+4%

SESSIONS

338

+2%

VISITORS

278

-1%

PAGEVIEWS/SESSION

1.65

+2%

SESSION DURATION

00:01:50

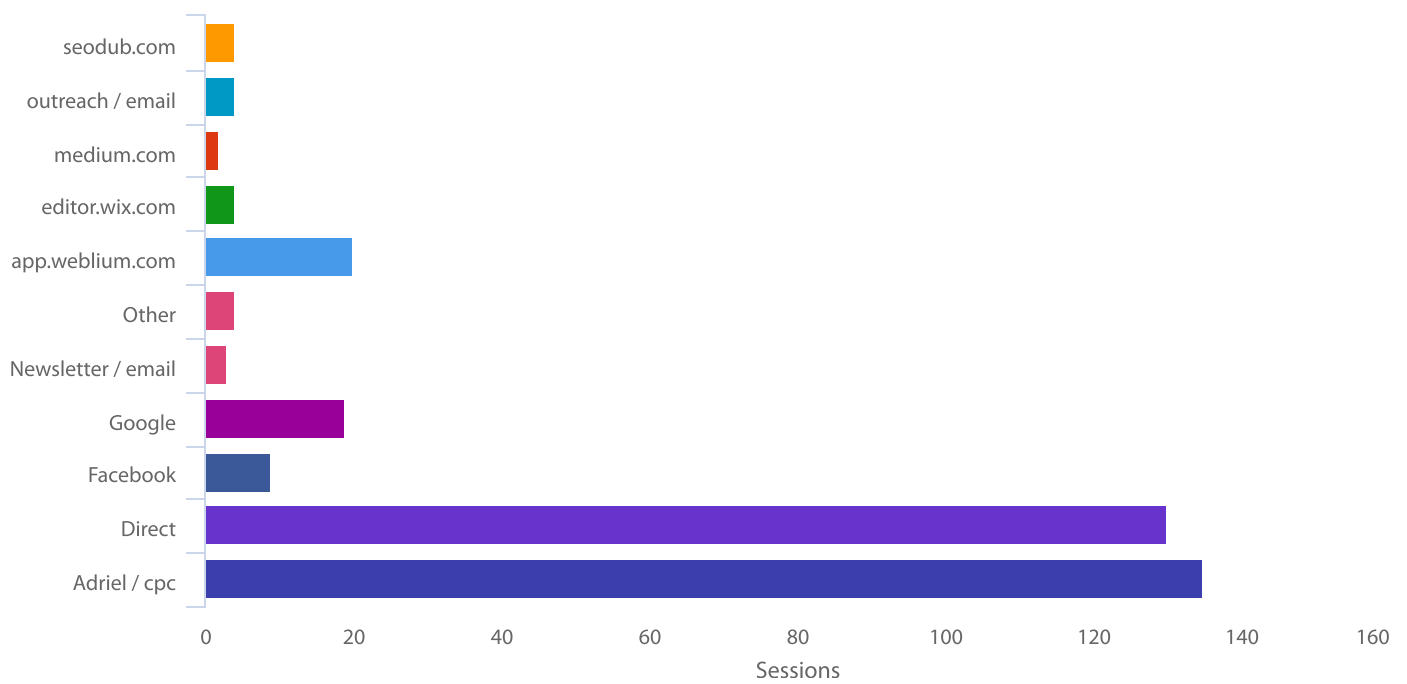
+138%

NEW VISITORS

79.59%

-4%

ACQUISITION CHANNELS



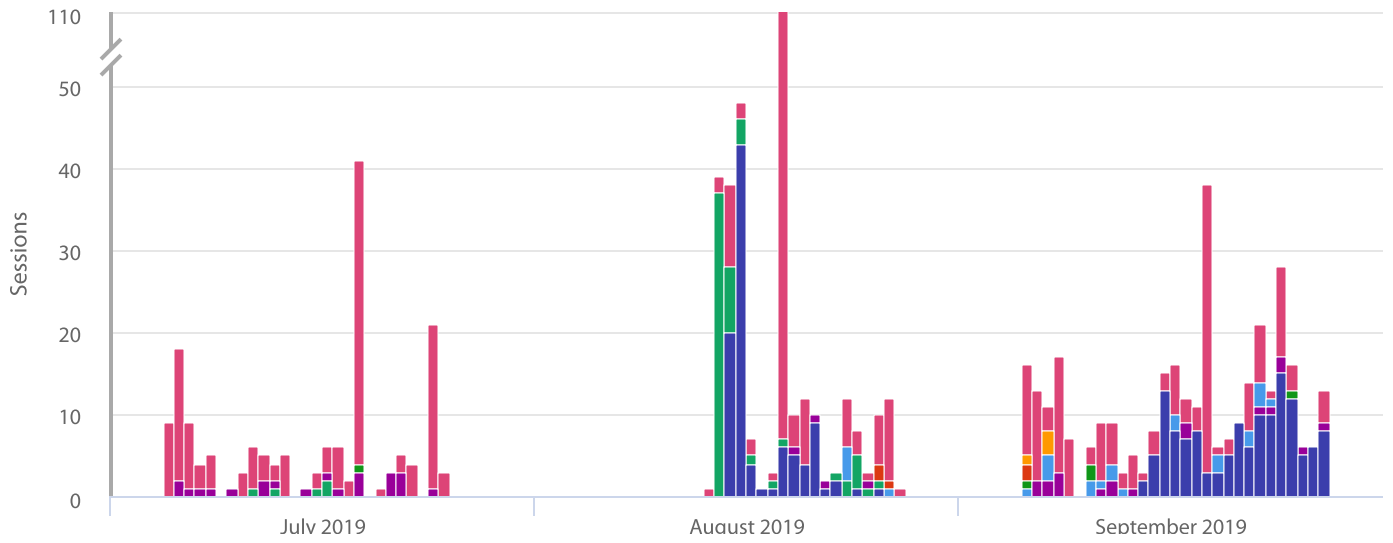
CONTACT US

1

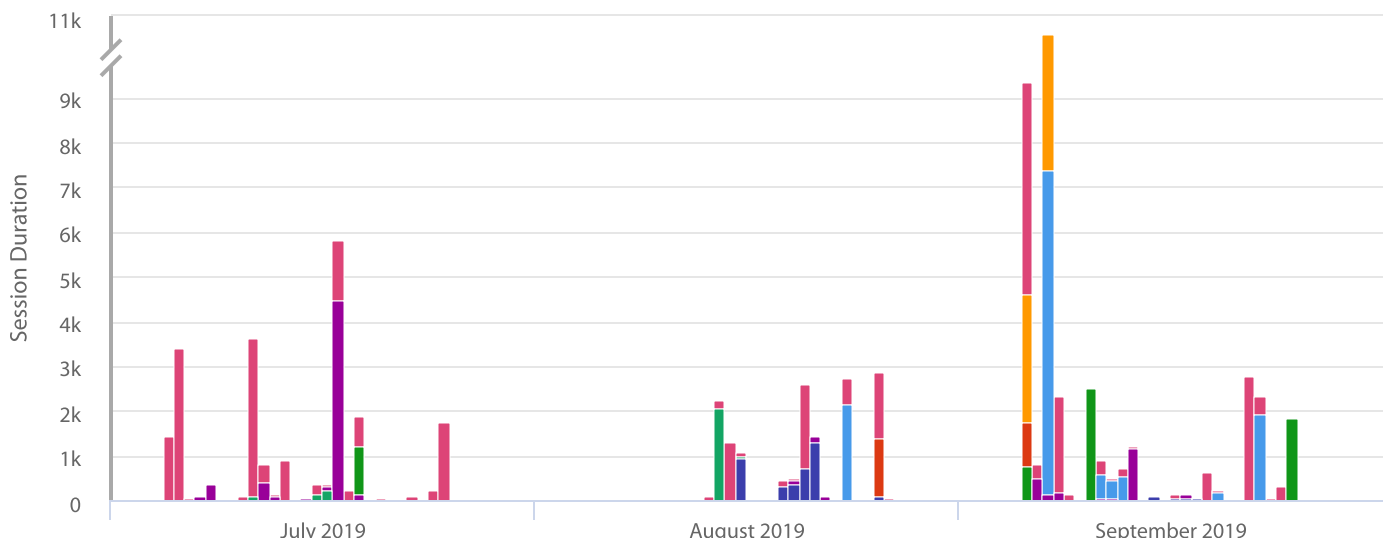
+∞

Trends

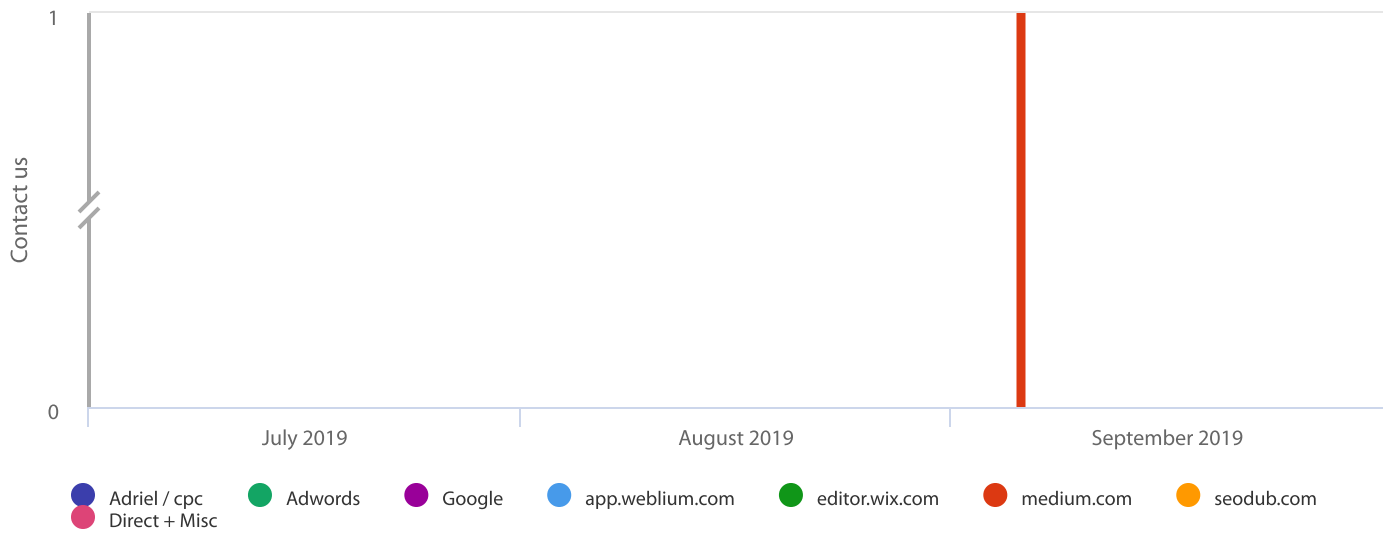
Sessions



Session Duration



Contact us



Direct users sessions decreased by 0.76% and time spent increased by 1,041.05%, suggesting marketing efficiency.

There was a notable spike in *Contact us* completions on Sep 2 with visitors from medium.com accounting for 100.00%.

Acquisition Channels

Organic Search

	Sessions	Session Duration	Contact us
<i>Total</i>	19 +375%	00:01:51 +68%	0 (0.00%)
Google	19 +375%	00:01:51 +68%	0 (0.00%)

Our algorithm categorized the following source/medium values under this section: google / organic, google.com / referral

Google Search Terms

	Impressions	Clicks	Average Position
<i>Total</i>	1,562 -59%	0 (0.00%)	64.87 +148%
"mobile advertising agency"	81 -49%	0 (0.00%)	71.95 +21%
"ai powered seo"	73 -19%	0 (0.00%)	28.96 -1%
"social media marketing sussex"	65 -52%	0 (0.00%)	65.88 +11%
"seo lewes"	41 -78%	0 (0.00%)	31.37 +19%
"social media management sussex"	41 -43%	0 (0.00%)	74.39 +6%
"ai powered chatbots"	39 +26%	0 (0.00%)	77.85 +22%
"mobile advertising london"	38 -61%	0 (0.00%)	92.76 +6%
"artificial intelligence seo"	37 -38%	0 (0.00%)	79.86 +13%
"search engine optimisation sussex"	37 -73%	0 (0.00%)	84.27 -6%
"ai for seo"	11 -87%	0 (0.00%)	76.55 -12%

The keyword "mobile advertising agency" was responsible for 0.00% of organic search clicks and 5.19% of impressions. Continue using these keywords in future content to increase SEO.

Key Segments From Organic Search

Performance	Segment	% of Visitors	Estimated Session Duration	Contact us Probability
Low	Visitors from Google	5.62%	00:01:51	0.00%

Social Media

	Sessions	Session Duration	Contact us
<i>Total</i>	11 +175%	00:00:23 -88%	0 (0.00%)
Facebook	9 +125%	00:00:00 -00:03:07	0 (0.00%)
LinkedIn	1 +∞	00:04:16 +∞	0 (0.00%)
Yelp	1 +∞	00:00:00	0 (0.00%)

Our algorithm categorized the following source/medium values under this section: facebook / display, facebook.com / referral, linkedin.com / referral, m.facebook.com / referral, m.yelp.com / referral

Email

	Sessions	Session Duration	Contact us
<i>Total</i>	8 +∞	00:00:26 +∞	0 (0.00%)
outreach / email	4 +∞	00:00:52 +∞	0 (0.00%)
Newsletter / email	3 +∞	00:00:00	0 (0.00%)
Email	1 +∞	00:00:00	0 (0.00%)

Our algorithm categorized the following source/medium values under this section: Newsletter / email, accounts.google.com / referral, outreach / email

Advertising

	Sessions	Session Duration	Contact us
<i>Total</i>	0 -60	00:00:00 -00:00:34	0 (0.00%)
Adwords	0 -60	00:00:00 -00:00:34	0 (0.00%)

Our algorithm categorized the following source/medium values under this section: google / cpc, google,Adriel / search,cpc

Miscellaneous

	Sessions	Session Duration	Contact us
<i>Total</i>	300 +15%	00:01:56 +148%	1 (0.33%) +∞
Adriel / cpc	135 +38%	00:00:01 -95%	0 (0.00%)
visitors using Android	101 +677%	00:00:00	0 (0.00%)
visitors using Android Webview	66 +6500%	00:00:00	0 (0.00%)
visitors using Chrome	38 +36%	00:00:04 -95%	0 (0.00%)
Direct	130 -1%	00:01:16 +1041%	0 (0.00%)
visitors in United Kingdom	52 +373%	00:02:53 +459%	0 (0.00%)
visitors in England	52 +550%	00:02:53 +359%	0 (0.00%)
visitors during evenings	34 +386%	00:02:47 +∞	0 (0.00%)
app.weblium.com	20 +300%	00:09:05 +28%	0 (0.00%)
medium.com	2 -33%	00:08:04 +10%	1 (50.00%) +∞
visitors during late nights	1 +∞	00:16:08 +∞	1 (100.00%) +∞
bing / cpc	0 -6	00:00:00 -00:00:20	0 (0.00%)

Visitors from Adriel / cpc and Direct made up 78.40% of total sessions, however this segment are significantly less likely to complete *Contact us* than the average visitor.

Visitors from Direct using mobile spent 1.9x more time than other Direct users.

Channels outreach / email and seodub.com became new marketing channels this month and brought 01:44:54 time spent.

Key Segments From Miscellaneous

Performance	Segment	% of Visitors	Estimated Session Duration	Contact us Probability
High	Visitors from app.weblium.com during weekdays	5.33%	00:10:06	0.00%
High	Visitors from app.weblium.com in Lewes	5.33%	00:09:42	0.00%
Low	Visitors from Adriel / cpc	39.94%	00:00:01	0.00%

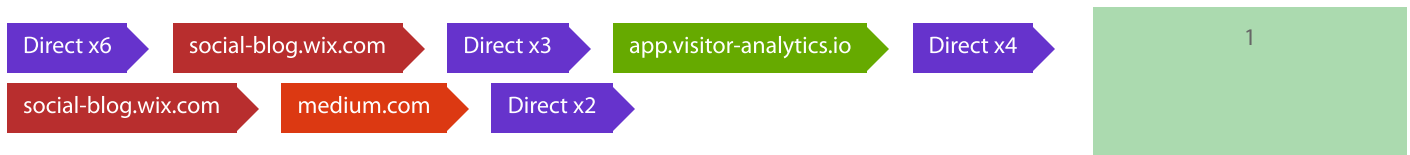
Multi-Channel Funnel

Multi-Channel Funnels shows the top paths for the website over multiple visits. For example, a visitor might stumble on your site through organic search, bookmark the site, and come back on a later time through direct.

The following chart represents the top paths. Each box represents a separate visit.

Top Paths

Contact us



Content Engagement

The chart shows the number of visitors for each page, how many visitors first landed on the page, and how many eventually converted.

General

	Pageviews	Time On Page	Landed On Page	Session Duration After Landing	Contact us After Landing
<i>Total</i>	534 +51%	00:01:07 +168%	328 +45%	00:01:54 +87%	1 (0.30%) +∞
/	279 -8%	00:00:45 +39%	244 +11%	00:01:46 +87%	1 (0.41%) +∞
/about	55 +∞	00:01:39 +∞	20 +∞	00:07:08 +∞	0 (0.00%)
/login	44 +∞	00:01:15 +∞	14 +∞	00:00:10 +∞	0 (0.00%)
/growth	28 +∞	00:02:16 +∞	10 +∞	00:04:02 +∞	0 (0.00%)
/partners	24 +∞	00:00:09 +∞	11 +∞	00:00:00	0 (0.00%)
/analytics	21 +5%	00:02:50 +123%	2	00:00:00 -00:00:04	0 (0.00%)
/contact	20 +∞	00:00:13 +∞	8 +∞	00:00:00	0 (0.00%)
/ppc-advertising	14 +∞	00:00:29 +∞	5 +∞	00:00:00	0 (0.00%)
/chatbot	13 +550%	00:01:53 +16267%	1 +∞	00:00:00	0 (0.00%)
/creative-strategy	9 +∞	00:01:37 +∞	3 +∞	00:00:00	0 (0.00%)
/growth/free-growth-plan	8 +∞	00:03:32 +∞	3 +∞	00:00:55 +∞	0 (0.00%)
/search-engine-optimisation	8 +100%	00:01:14 -55%	3	00:00:58 -87%	0 (0.00%)
/social-media-marketing	7 +∞	00:02:58 +∞	3 +∞	00:00:45 +∞	0 (0.00%)
/analytics/free-analytics-report	4 -67%	00:01:15 -12%	1 +∞	00:00:00	0 (0.00%)
/blog	0 -13	00:00:00 -00:16:48	0 -1	00:00:00 -00:00:02	0 (0.00%)

Visitors who landed on the homepage contributed to 100.00% of *Contact us* completions despite having 72.19% of sessions.

Post

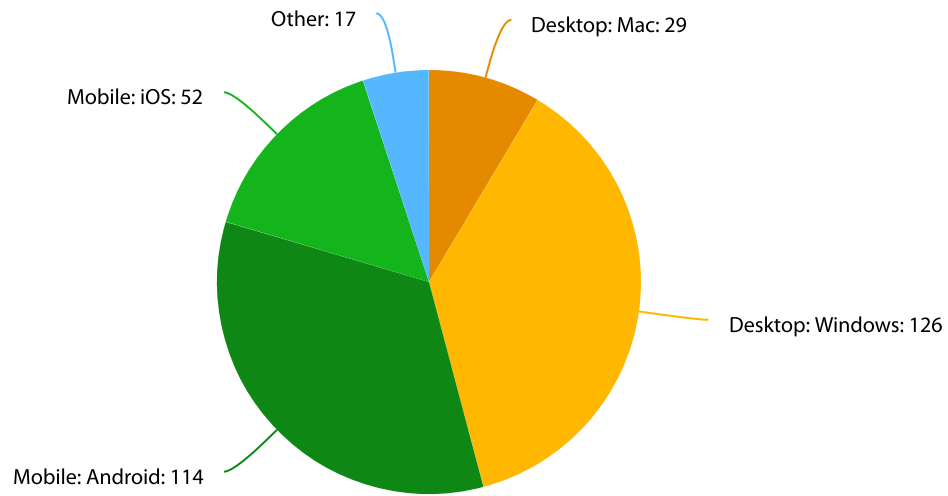
	Pageviews	Time On Page	Landed On Page	Session Duration After Landing	Contact us After Landing
<i>Total</i>	0 -36	00:00:00 -00:15:31	0 -5	00:00:00 -00:00:08	0 (0.00%)
/post/new-consultancy-paparico-will-disrupt-conventional-marketing	0 -11	00:00:00 -00:01:17	0 -1	00:00:00	0 (0.00%)
/post/meet-cuddles-our-ai-powered-seo-chatbot	0 -13	00:00:00 -00:10:12	0 -2	00:00:00	0 (0.00%)
/post/b2b-marketing-and-communications-specialist-gary-weston-joins-paparico	0 -12	00:00:00 -00:04:02	0 -2	00:00:00 -00:00:20	0 (0.00%)

Visitors

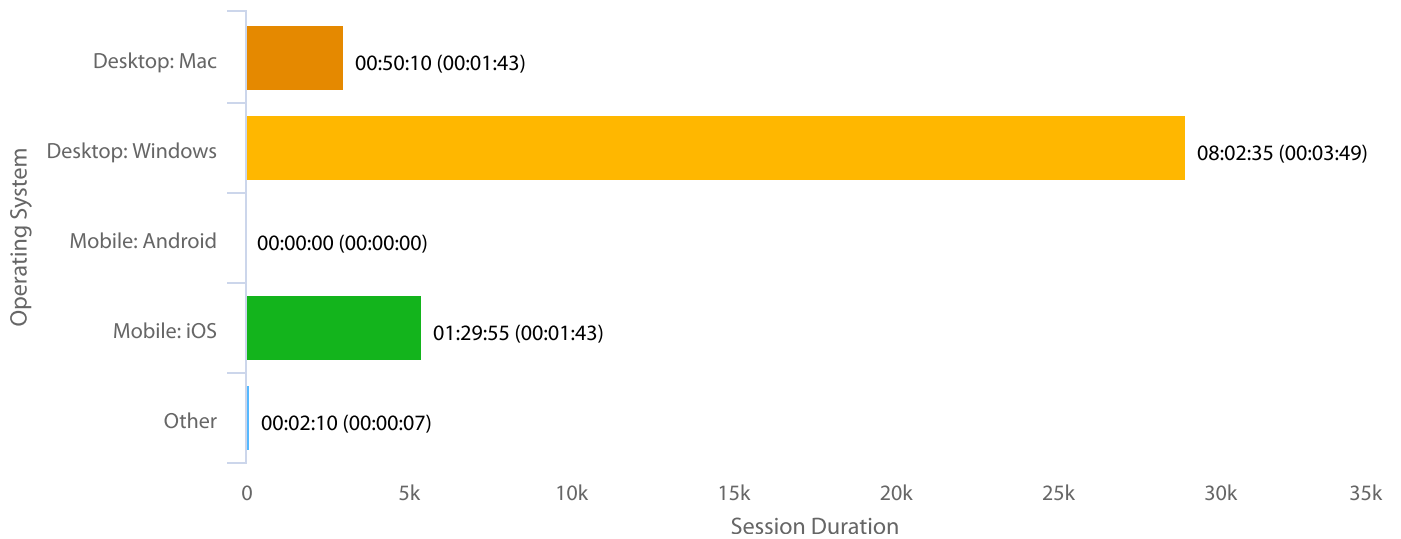
Technology

Visitors are segmented by technology with labels representing conversion ratios.

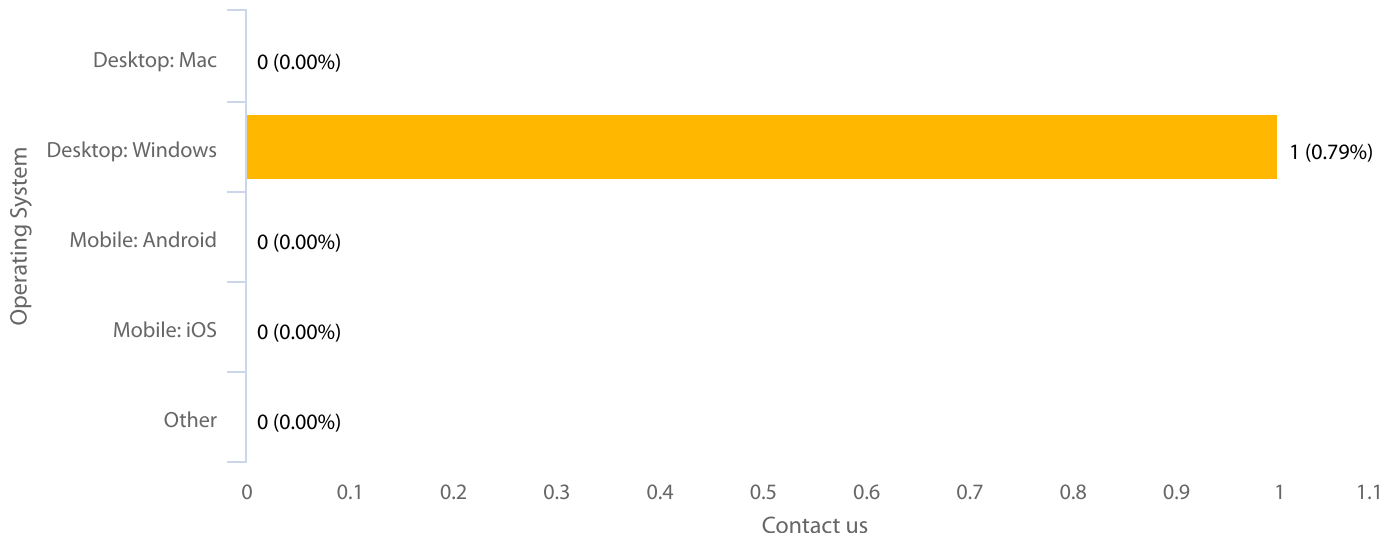
Sessions



Session Duration



Contact us



Visitors from Direct using mobile spent 4.3x more time than other mobile users.

Locations



	Sessions	Session Duration	Contact us
<i>Total</i>	338 +2%	00:01:50 +138%	1 (0.30%) +∞
England	185 +13%	00:02:52 +164%	1 (0.54%) +∞
(not set)	42 +180%	00:01:24 +894%	0 (0.00%)
County Dublin	34 -67%	00:00:18 +2571%	0 (0.00%)
Scotland	1 -89%	00:00:00 -00:05:04	0 (0.00%)

Visitors in Lewes contributed to 100.00% of *Contact us* completions despite having 10.65% of sessions.

Day/Time Engagement

This grid shows engagement by hour and day of the week.

Sessions

		Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Avg.		36	68	55	38	88	32	21
Midnight-3am	8	0	0	0	3	0	2	3
3am-6am	10	0	1	0	4	3	1	1
6am-9am	24	3	3	6	4	4	1	3
9am-Noon	65	14	9	9	6	19	4	4
Noon-3pm	83	5	13	21	5	21	12	6
3pm-6pm	45	6	9	9	10	4	7	0
6pm-9pm	32	4	10	5	5	4	2	2
9pm-Midnight	71	4	23	5	1	33	3	2

Session Duration

		Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Avg.		00:41:40	03:39:02	01:02:01	03:09:51	01:14:49	00:36:03	00:01:24
Midnight-3am	00:01:42	00:00:00	00:00:00	00:00:00	00:00:18	00:00:00	00:00:00	00:01:24
3am-6am	00:03:27	00:00:00	00:00:00	00:00:00	00:03:27	00:00:00	00:00:00	00:00:00
6am-9am	00:31:31	00:00:00	00:00:00	00:19:34	00:00:07	00:11:50	00:00:00	00:00:00
9am-Noon	02:40:41	00:41:38	00:00:56	00:07:50	00:54:11	00:25:48	00:30:18	00:00:00
Noon-3pm	02:35:04	00:00:00	00:01:00	00:02:44	02:01:07	00:26:30	00:03:43	00:00:00
3pm-6pm	00:53:35	00:00:02	00:51:28	00:01:58	00:00:07	00:00:00	00:00:00	00:00:00
6pm-9pm	00:50:13	00:00:00	00:47:15	00:01:02	00:01:56	00:00:00	00:00:00	00:00:00
9pm-Midnight	02:48:37	00:00:00	01:58:23	00:28:53	00:08:38	00:10:41	00:02:02	00:00:00

Contact us

		Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Avg.		0	1	0	0	0	0	0
Midnight-3am	0	0	0	0	0	0	0	0
3am-6am	0	0	0	0	0	0	0	0
6am-9am	0	0	0	0	0	0	0	0
9am-Noon	0	0	0	0	0	0	0	0
Noon-3pm	0	0	0	0	0	0	0	0
3pm-6pm	0	0	0	0	0	0	0	0
6pm-9pm	0	0	0	0	0	0	0	0
9pm-Midnight	1	0	1	0	0	0	0	0

Conversion Details

Contact us

Date	Source	User Type	Location	Technology	Landing Page
Sep 02 10:27 PM	medium.com	returning visitors	Lewes, England	Desktop: Windows	/

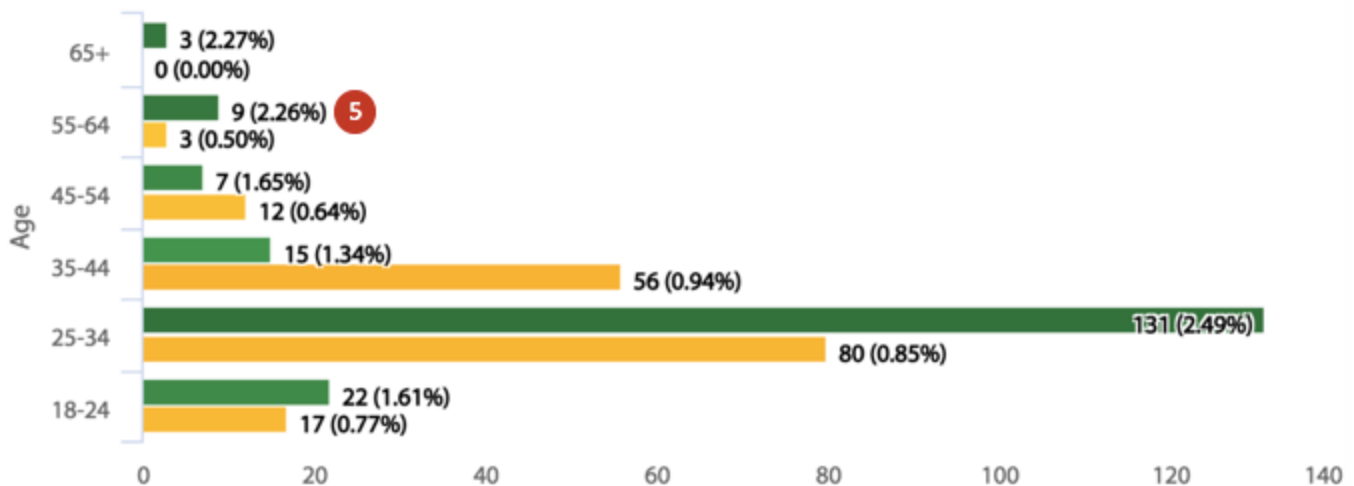
Legend

Tables

	Sessions	Lead Generation
<i>Total</i>	2,663 +29%	9 (0.34%) 1 -36%
Google	2,344 +31%	7 (0.30%) -36%
returning visitors	769 +66%	4 (0.52%) 5
visitors using Mobile: iOS	423 +28%	0 (0.00%)
Yahoo	162 +8%	1 (0.62%)
Bing	148 +10% 4	1 (0.68%) -50% 4
<i>Other</i>	9 +350%	0 (0.00%)

1. The bracket represents the conversion ratio, i.e. column heading/sessions.
2. Intelligent Tables: indented rows show the best or worst segments of this particular channel.
3. Shading of the box indicates how significant the particular item is.
4. The Green/Red represents increase and decrease with the week/month before.

Charts



5. The number outside the bracket represents the number of lead generation, while in the bracket represents the conversion ratio per session.