

| Google Analytics Data 01.03.15 to 31.03.15 For www.test.com | | | |
|--|--|------------------|---------------|
| Number of Visits | 424 | | |
| Number of Unique Visitors | 292 | | |
| Number of Page Views | 1,311 | | |
| Bounce Rate | 32% | | |
| Average time on site | 02:21 | | |
| Traffic sources summary | Source | % | |
| | Direct | 26 | |
| | Search Engine | 27 | |
| | Referring Sites | 47 | |
| Browser Information – Top 3 | Browser | Visits | % |
| | Internet Explorer | 207 | 49 |
| | Firefox | 84 | 20 |
| | Safari | 67 | 16 |
| Search engine traffic - Top 3 searched terms | Search | Visits | |
| | Abc | 38 | |
| | Abcd | 11 | |
| | Abcde | 6 | |
| Top 5 referring sites | Referring Site | Visits | |
| | websitemanager.com | 50 | |
| | Twitter | 24 | |
| | Facebook | 21 | |
| | The Best Of | 16 | |
| | Hootsuite | 12 | |
| Top 5 pages | Page | Pageviews | Unique |
| | Homepage | 293 | 237 |
| | Blog | 108 | 63 |
| | Workshops | 87 | 73 |
| | Why-use-Us | 84 | 71 |
| | About Us | 76 | 54 |
| Top 5 exit pages | Page | % | |
| | Make 2015 a great year for your business | 100 | |
| | Mailto | 75 | |
| | Thanks | 67 | |



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Observations and Recommendations:

Key Indicators

Overall this is a relatively healthy report with a good increase in the number of visitors to the site since September 2014. However, some of the key indicators are not so healthy. One of the main reasons is that you've had over 100 visits from spam referral sites (more of this later).

Etc, etc.

Comparison to previous reports

Although we have later reports, I have kept the figures for March 2014, so you can compare year-on-year activity:

| Data | March 2014 | July 2014 | September 2014 | March 2015 |
|-------------------------------|-------------------|------------------|-----------------------|-------------------|
| Number of Visits | | | | |
| Number of Unique Visitors | | | | |
| Number of Page Views | | | | |
| Pages / Visit | | | | |
| Bounce Rate | | | | |
| Average time on site | | | | |
| % New Visits | | | | |
| Traffic Source | | | | |
| Search Engine | | | | |
| Direct Traffic | | | | |
| Referring Sites (incl social) | | | | |
| Email Campaigns | | | | |

Some of the key indicators such as page views, time on site and bounce rate are not as healthy this month compared to September. However, if you look at the March 2014 figures, the key indicators are actually quite similar, there is just much more traffic to the site now, which is good news.

The way people are accessing the site is similar to the last report. However, there is a significant drop in traffic from email campaigns if you compare March 2014 to March 2015.

Etc.



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Bounce Rate

The Bounce Rate has increased significantly since the last report. However, the spam referral traffic has an impact on this figure. You’ve had 74 visits from Semalt and 43 visits from the The-Buttons-For website. All of this traffic spends 0 seconds on the site and has a bounce rate of 100%, so this traffic needs to be blocked as it is impacting the overall figures of your site.

Traffic Sources

This month 3% of your traffic has come from email campaigns. In May 2013 this figure stood at 1%. However, this figure was 30% in the March 2014 report. Email campaigns have been responsible for 26 visits in March (compared to 13 visits in September, 30 visits in July and 67 visits in June).

Social media has been responsible for 57 visits to your website in the last 4 weeks, which is good news (compared to 61 visits in the September report).

The traffic from search engines has dropped slightly to 50% (This figure was 52% in the September report). The 50% of your traffic from search engines is all made up of organic search.

Etc

Referral Traffic

I’ve created the below table to track the number of visits from any social media activity (I’ve also added Google + to compare these figures going forwards):

| Social Media | Sep | Nov | Jan 14 | Mar 14 | Jun 14 | Jul 14 | Sep 14 | Mar 15 |
|--------------|-----|-----|--------|--------|--------|--------|--------|--------|
| LinkedIn | | | | | | | | |
| Facebook | | | | | | | | |
| Twitter | | | | | | | | |
| Google + | | | | | | | | |

Etc.



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Visitor information

The majority of your users (50%) use Chrome to view your site, which is important from a SEO point of view. The numbers for mobile devices are detailed below and have jumped significantly since the last report

| Device | Jul | Sep | Nov | Jan 14 | Jun 14 | Jul 14 | Sep 14 | March 15 |
|---------|-----|-----|-----|--------|--------|--------|--------|----------|
| iPhones | | | | | | | | |
| iPad | | | | | | | | |
| | | | | | | | | |

Etc.

This month your site has been accessed from 49 different countries (compared to 34 in the September report). The UK has the most visits with 531 visits and 509 of these in England, which is to be expected. Here are the top 10 locations of your visitors:

| Location | Number of Visits |
|----------|------------------|
| | |
| | |
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| | |

Once again, these figures highlight the importance of local, geographic search, if this is something you would like to consider in the future. We could also remove the office IP address, so that the figures for any employees are not shown on the Google Analytics report.



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Content

The homepage received the most number of hits but is also the page with the highest exit rate. The homepage is also your top landing page (this is usually the case).

Here are the number of pageviews for the last 6 blog posts over the last 4 weeks:

| Blog | Number of Pageviews |
|-------------|----------------------------|
| | |
| | |
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| | |
| | |
| | |

Etc.

Next Steps / Future Considerations

- 1. Remove the office IP address for future Google Analytics reports.
- 2. Block Semalt from your website.
- 3. Block Buttons-for-website from your website.
- 4. Etc etc.