

ANNUAL AUDIENCE OVERVIEW

Website Performance Metrics Report

Fiscal Year: 2023
Generated: January 15, 2024

TOTAL USERS **1,240,500**
AVG. SESSION DURATION **02:45**
BOUNCE RATE **42.3%**
GOAL CONVERSION **3.8%**

MONTH	UNIQUE VISITORS	PAGEVIEWS	NEW VS RETURNING	TOP CHANNEL
January	98,200	245,500	70% / 30%	Organic Search
February	85,400	210,100	68% / 32%	Direct
March	102,000	260,800	72% / 28%	Social
April	115,300	290,400	75% / 25%	Organic Search
May	108,900	272,000	71% / 29%	Referral
June	94,500	230,200	65% / 35%	Email
July	88,100	215,600	62% / 38%	Organic Search
August	91,400	228,000	66% / 34%	Direct
September	110,200	285,000	74% / 26%	Social

MONTH	UNIQUE VISITORS	PAGEVIEWS	NEW VS RETURNING	TOP CHANNEL
October	125,600	310,400	78% / 22%	Organic Search
November	142,000	360,000	80% / 20%	Paid Search
December	138,500	345,200	77% / 23%	Direct

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