

GROWTH METRICS REPORT

Performance Analytics Summary

REPORT ID WM-2024-001

WEBSITE PROPERTY [www.example-domain.com](#)

REPORTING PERIOD Oct 01 - Oct 31, 2023

PREPARED BY Marketing Analytics Dept.

METRIC CATEGORY	PREVIOUS PERIOD	CURRENT PERIOD	% CHANGE
Traffic Acquisition			
Total Unique Visitors	12,450	15,890	+27.6%
Organic Search Sessions	8,200	11,400	+39.0%
Direct Traffic	2,100	2,350	+11.9%
User Engagement			
Avg. Session Duration	02:14	02:45	+23.1%
Bounce Rate	48.2%	42.1%	-12.6%
Pages Per Session	3.2	4.1	+28.1%
Conversion Goals			
Lead Form Submissions	142	198	+39.4%

METRIC CATEGORY	PREVIOUS PERIOD	CURRENT PERIOD	% CHANGE
Newsletter Signups	88	115	+30.6%

Executive Summary: Strategic focus on organic SEO and content optimization has resulted in a significant upward trend across all primary KPIs. Conversion rates remain steady despite increased traffic volume.