

TRAFFIC ANALYSIS REFERENCE

Comparison: Direct vs. Referral Sources

FEATURE	DIRECT TRAFFIC	REFERRAL TRAFFIC
Definition	Visitors who arrive by typing the URL into their browser or clicking a bookmark.	Visitors who arrive at your site by clicking a link on another website.
Common Sources	- Browser Bookmarks - Direct URL Entry - Untracked Links (Dark Social) - Offline Documents (PDFs)	- News Articles - Blog Backlinks - Partner Websites - Affiliate Links
User Intent	High Brand Awareness. Returning users or loyal customers who already know the destination.	Discovery. New users following a recommendation or searching for specific information.
SEO Impact	Indicates brand authority and customer retention.	Crucial for Domain Authority and search engine rankings.
Analytics ID	Source: (direct) / Medium: (none)	Source: [site.com] / Medium: referral