Build a loyal audience.

New readers are the lifeblood of your site. While Facebook and Google get the lion's share of traffic on the desktop, traffic is shifting to mobile, and site performance (and your audience's experience) matters more on mobile.

Mobile traffic has seen double-digit growth and surpassed new mobile traffic. In contrast, Google Search has grown nearly 2x since January 2017, driven by an increase in mobile traffic.

In contrast, Facebook is down nearly 40% between January 2017 and July 2018, and intense news cycles, user demand for new information, and Facebook's decision to show fewer links from your site are some of the factors that have contributed to this decline.

For instance, mobile traffic has seen a 400% increase since August 2017. Traffic from social (outside of Facebook) is quite static, yet the sources of that traffic are shifting. Mobile traffic is now 65% of desktop traffic. For instance, mobile traffic has seen double-digit growth and surpassed
desktop traffic. In contrast, desktop traffic is down nearly 40% between January 2017 and July 2018, driven by an increase in mobile traffic.

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Most sites have a loyal and thriving audience. While Facebook and Google are the dominant sources of traffic to news sites, while Facebook and Google are the dominant sources of traffic to news sites, while Facebook-referred traffic is nearly all mobile. Chartbeat's network data shows that 70% of all traffic to news sites comes from Facebook, and 40% of all traffic to news sites comes from Google. Of that traffic, 90% of traffic from Facebook and 80% of traffic from Google is mobile.

Capitalize on the growing mobile web audience. While Facebook and Google are the dominant sources of traffic to news sites, while Facebook-referred traffic is nearly all mobile. Chartbeat's network data shows that 70% of all traffic to news sites comes from Facebook, and 40% of all traffic to news sites comes from Google. Of that traffic, 90% of traffic from Facebook and 80% of traffic from Google is mobile.

Be mindful of emerging sources of traffic outside social

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Instagram is the top referrer to Chartbeat's network data shows that 70% of all traffic to news sites comes from Facebook, and 40% of all traffic to news sites comes from Google. Of that traffic, 90% of traffic from Facebook and 80% of traffic from Google is mobile.

For any questions, reach out to your Account Manager or support@chartbeat.com.

Make the most of your new visitors.

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