Sample Analytics Report
Performance for November (compared to October)

Q. How much traffic came to the website and how does that compare to last month? Last year?

In November, there were 6,279 website users, which is a decrease of 1,141 (-15.4%) compared to October. These users generated 8,124 sessions, a decrease of 1,276 (-13.6%). 6,023 of the users were new to the site, which is down 15.1% compared to October. Year over year, November's sessions improved by 155 (+1.9%).

Q. How engaged was last month's website traffic?

In terms of engagement, in November there were 202 form submissions, which is an increase of 27 (+15.4%) compared to October. This gives the site a conversion rate of 2.5%. The other supplemental engagement metrics were mixed:

- Bounce Rate: 34.4% (+2.3 points)
- Pages / Session: 1.4 (+0.2%)
- Avg. Time on Site (sec): 138.6 (+4.2%)

Q. What were the top traffic driving channels?

Similar to October, last month Organic Search (5,236 sessions) was the top traffic driving channel to your website, making up 64.5% of all traffic. Direct (1,736 sessions) again is the second top traffic driving source with 21.4% of total traffic. Referral (572 sessions) moves up into the top three channels, replacing Email. Referral made up 7.0% of total traffic.

Q. Were there any traffic fluctuations and if so, what caused it?

November traffic as a whole was down 13.6% (-1,276 sessions) compared to October. This is predominantly thanks to three channels:

- Email caused most of the drop, contributing 693 fewer sessions specifically from the following email: Webinar Promotion Email 1 (-601 sessions).
- Organic Search also contributed to the decline driving 256 fewer sessions specifically to: 10 Ways You Should Be Looking At Your Data (-96 sessions), The Marketing Audit: 21 Tips to Strategic Content Planning (-87), and Homepage (-73).
- Social pushed 179 fewer sessions, specifically from the following networks: Twitter (-71 sessions), LinkedIn (-63), and Facebook (-15).

It's worth noting, the decrease in sessions was offset by an increase from Referral. Specifically, Referral increased by 100 sessions thanks the following sites: www.espn.com (+79 sessions) and www.nytimes.com (+10 sessions).

Q. How did the blog perform last month?

The blog was responsible for attracting 4,582 users to the site in November, which is a decrease of 372 (-7.5%) over October. These users, who entered through the blog, were responsible for 5,330 sessions (-5.8%), and 4,396 were new users to the site, which is a decrease of 331 (-7.0%) compared to October.

Q. How engaged was blog traffic?

The blog received 6,345 pageviews in November, a drop of -337 (-5.0%). In terms of engagement, blog traffic saw varied performance with bounce rate, session duration and pageviews per session:

- Bounce Rate: 41.1% (+1.2 points)
- Pages / Session: 1.2 (+0.1%)
- Avg. Time on Site (sec): 134.8 (+3.9%)

Q. What were the top performing blog posts?

The top blog posts in terms of pageviews include:

- The Marketing Audit: 21 Tips to Strategic Content Planning: 600 pageviews (-15.7%)
- Case Study: How We Grew Blog Traffic and Leads 110%: 543 pageviews (+20.9%)
- 11 Social Media Tips for Better Engagement: 425 pageviews (+14.2%)
- The 4 Most Important Things to Do Every Morning: 357 pageviews (+33.2%)
- 10 Ways You Should Be Looking At Your Data: 299 pageviews (-26.9%)

Q. Were there any changes in blog traffic last month, and if so, what channels caused it?

As noted above, the blog caught the attention of 372 less users in November (-7.5% compared to October), and generated 326 fewer sessions (-5.8%). This session decline is chiefly thanks to three channels:

- Organic Search experienced the largest decrease, generating 128 fewer sessions to the blog, specifically to the following post: 4 Ways to Generate Content Daily (-96 sessions).

- Email contributed 94 fewer sessions to the blog, specifically from the following emails: Q1 Blog Notification Email (-62 sessions), and Monthly Enewsletter (-30).
- Social contributed 62 fewer sessions to the blog, specifically from the following networks: Twitter (-38 sessions), and LinkedIn (-26).

Q. How many goal completions were generated last month?

When it comes to goal, in November, there were 202 completions, which is a change of 27 (+15.4%) compared to October.

The top pages for goal completions were:

- Contract Us: 40 (-7.0%)
- Subscribe: 37 (0.0%)
- The Marketing Audit: 21 Tips to Strategic Content Planning: 32 (-22.0%)
- Case Study: How we grew blog traffic and leads: 13 (-13.3%)
- 15 Marketing Assets You Probably Have Laying Around: 5 (-61.5%)

Q. Where did these goal completions come from?

The top channels driving conversions to your site include:

- Organic Search: 96 goals (+21 / +28%)
- Direct: 39 goals (+6 / +18.2%)

Q. Did goal completions differ from last month, if so what channels caused it?

Last month, there was an improvement of 27 (+15.4%) goal completions compared to October. This growth was the result of 3 channels, specifically:

- Organic Search experienced the most growth, generating 21 additional goal completions specifically from visitors who landed on: The Marketing Audit: 21 Tips to Strategic Content Planning (+15 goals), Case Study: How we grew blog traffic and leads (+12), Homepage (+11), 11 Social Media Tips for Better Engagement (+11), and 15 Marketing Assets You Probably Have Laying Around (+7).
- Referral contributed 33 additional goal completions specifically from the following sources: hubspot.com (+8 goals), netflix (+6), contentresources.com (+5), publicrelationsinternational.com (+3), and business-site.com (+2).
- Direct experienced growth, driving 6 additional goal completions specifically from visitors who entered the site through: Service Pricing (+14 goals).