



Web Traffic Performance Overview

January 1, 2023 through January 31, 2023

Total Users

204

The number of unique visitors to your site.

Page Views

1,100

The number of pages viewed on the website.

New Visitors

180

People who have never been to the website before.

Returning users: 20 (8.99%)

Total Sessions

400

The total number of visits to your site — including both new and repeat visits.

Pages per Session

1.20

The average number of pages a person views in a given session.

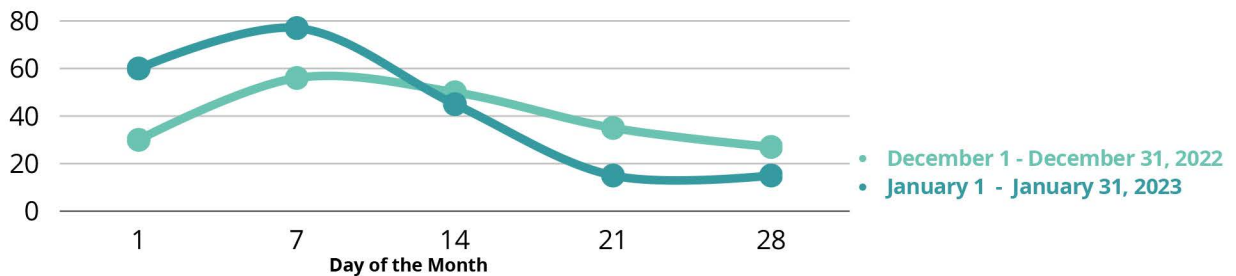
Form Submissions

20

When a visitor fills out and submits a Contact Us form on the website.

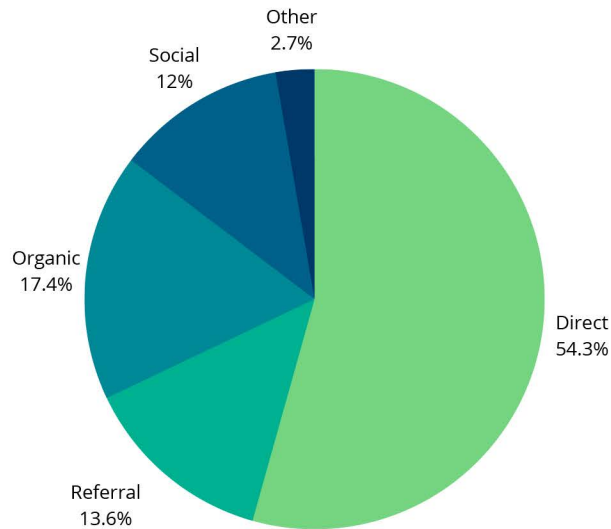
Web Traffic: Week by Week

Comparing December 1, 2022 through January 31, 2023



Web Traffic: Week by Week

Comparing January 1, 2023 through January 31, 2023



Organic Search

When someone types or pastes in your URL to visit your site directly, clicks a bookmark, or otherwise ends up on your website by clicking a link.

Direct

When someone types or pastes in your URL to visit your site directly, clicks a bookmark, or otherwise ends up on your website by clicking a link that Google Analytics can't see.

Referral

Traffic occurs when a user finds you through a site other than a major search engine

Social

Traffic from a social network, such as Facebook, LinkedIn, Twitter, or Instagram.

Other

Web traffic that has an acquisition source or medium that is not recognized within Google's default system-defined channel rules like "Email" or "Social".

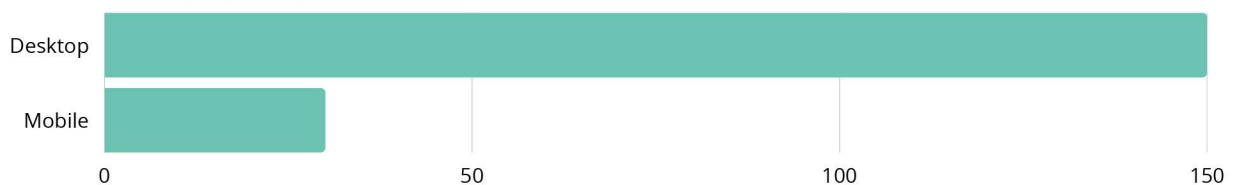
Site Traffic by Page

January 1, 2023 through January 31, 2023



Device Breakdown

January 1, 2023 through January 31, 2023

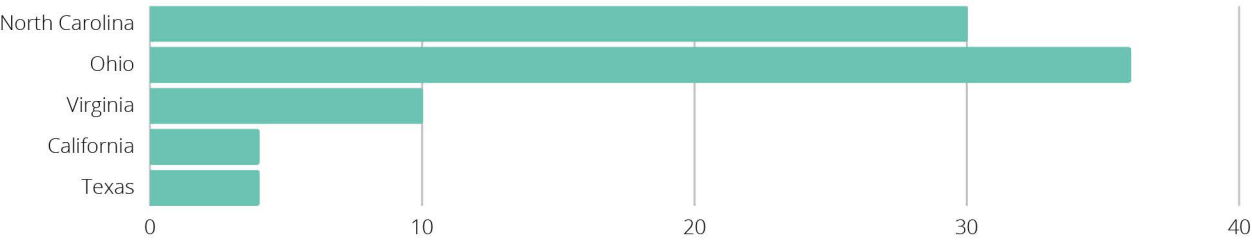


Audience Demographics

January 1, 2023 through January 31, 2023

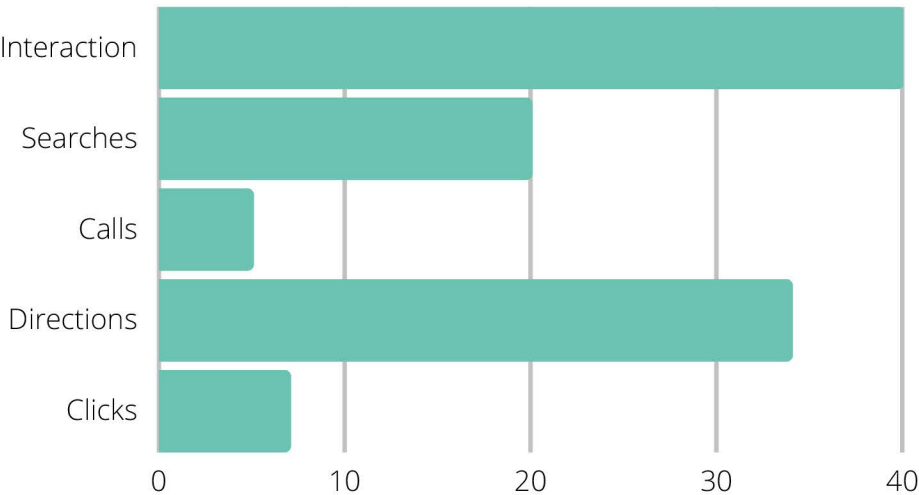
Site Traffic by Location

January 1, 2023 through January 31, 2023



Google My Business - Performance

January 1, 2023 through January 31, 2023



Google My Business - Performance

January 1, 2023 through January 31, 2023

Interaction

When people call, message, make bookings, ask for directions, and more from your Business Profile on Google.

Calls

Calls from your Business Profile.

Website Clicks

Website clicks made from your Business Profile

Search

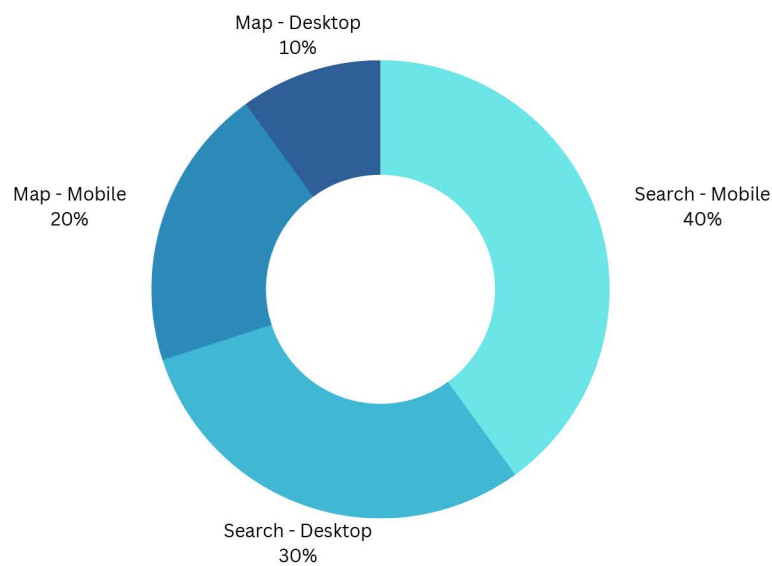
Search terms that returned your profile in the results.

Directions

Direction requests made from your Business Profile.

Google My Business - Device Breakdown

January 1, 2023 through January 31, 2023



Device Break down

Platform and devices that people used to find your profile.