

# Website Traffic Report 2017

Jan 1, 2017 - Nov 30, 2017  
Compare to: Jan 1, 2016 - Nov 30, 2016

All Users  
+0.00% Sessions

## Overall Traffic

Jan 1, 2017 - Nov 30, 2017

**1,683**

% of Total: 100.00% (1,683)



Jan 1, 2016 - Nov 30, 2016

**769**

% of Total: 100.00% (769)



## Organic Search Traffic

Jan 1, 2017 - Nov 30, 2017

**710**

% of Total: 100.00% (710)



Jan 1, 2016 - Nov 30, 2016

**390**

% of Total: 100.00% (390)



## How people find your website

Source	Sessions
google	
Jan 1, 2017 - Nov 30, 2017	735
Jan 1, 2016 - Nov 30, 2016	360
<b>% Change</b>	<b>104.17%</b>
(direct)	
Jan 1, 2017 - Nov 30, 2017	678
Jan 1, 2016 - Nov 30, 2016	250
<b>% Change</b>	<b>171.20%</b>
bing	
Jan 1, 2017 - Nov 30, 2017	70
Jan 1, 2016 - Nov 30, 2016	45
<b>% Change</b>	<b>55.56%</b>
thetelegraph.com	
Jan 1, 2017 - Nov 30, 2017	47
Jan 1, 2016 - Nov 30, 2016	0
<b>% Change</b>	<b>100.00%</b>
yahoo	
Jan 1, 2017 - Nov 30, 2017	36
Jan 1, 2016 - Nov 30, 2016	35
<b>% Change</b>	<b>2.86%</b>

## Traffic Type

Traffic Type	Sessions
organic	
Jan 1, 2017 - Nov 30, 2017	843
Jan 1, 2016 - Nov 30, 2016	446
<b>% Change</b>	<b>89.01%</b>
direct	
Jan 1, 2017 - Nov 30, 2017	678
Jan 1, 2016 - Nov 30, 2016	250
<b>% Change</b>	<b>171.20%</b>
referral	
Jan 1, 2017 - Nov 30, 2017	146
Jan 1, 2016 - Nov 30, 2016	73
<b>% Change</b>	<b>100.00%</b>
mailer_ad	
Jan 1, 2017 - Nov 30, 2017	15
Jan 1, 2016 - Nov 30, 2016	0
<b>% Change</b>	<b>100.00%</b>
paid	
Jan 1, 2017 - Nov 30, 2017	1
Jan 1, 2016 - Nov 30, 2016	0
<b>% Change</b>	<b>100.00%</b>

## Organic Traffic by Device

Device Category	Sessions	Organic Searches
desktop		
Jan 1, 2017 - Nov 30, 2017	1,161	520
Jan 1, 2016 - Nov 30, 2016	507	285
<b>% Change</b>	<b>128.99%</b>	<b>82.46%</b>
mobile		
Jan 1, 2017 - Nov 30, 2017	421	155
Jan 1, 2016 - Nov 30, 2016	231	80
<b>% Change</b>	<b>82.25%</b>	<b>93.75%</b>
tablet		
Jan 1, 2017 - Nov 30, 2017	101	35
Jan 1, 2016 - Nov 30, 2016	31	25
<b>% Change</b>	<b>225.81%</b>	<b>40.00%</b>

## Organic Traffic by City

City	Sessions	Organic Searches
St. Louis		
Jan 1, 2017 - Nov 30, 2017	135	104
Jan 1, 2016 - Nov 30, 2016	62	58
<b>% Change</b>	<b>117.74%</b>	<b>79.31%</b>
Belleville		
Jan 1, 2017 - Nov 30, 2017	62	25
Jan 1, 2016 - Nov 30, 2016	6	3
<b>% Change</b>	<b>933.33%</b>	<b>733.33%</b>
Chicago		
Jan 1, 2017 - Nov 30, 2017	38	35
Jan 1, 2016 - Nov 30, 2016	18	15
<b>% Change</b>	<b>111.11%</b>	<b>133.33%</b>
Alton		
Jan 1, 2017 - Nov 30, 2017	21	15
Jan 1, 2016 - Nov 30, 2016	12	11
<b>% Change</b>	<b>75.00%</b>	<b>36.36%</b>
Edwardsville		
Jan 1, 2017 - Nov 30, 2017	21	20
Jan 1, 2016 - Nov 30, 2016	16	15
<b>% Change</b>	<b>31.25%</b>	<b>33.33%</b>
University City		
Jan 1, 2017 - Nov 30, 2017	21	18
Jan 1, 2016 - Nov 30, 2016	7	7
<b>% Change</b>	<b>200.00%</b>	<b>157.14%</b>
Creve Coeur		
Jan 1, 2017 - Nov 30, 2017	19	18
Jan 1, 2016 - Nov 30, 2016	12	7
<b>% Change</b>	<b>58.33%</b>	<b>157.14%</b>
Granite City		
Jan 1, 2017 - Nov 30, 2017	17	14
Jan 1, 2016 - Nov 30, 2016	4	4
<b>% Change</b>	<b>325.00%</b>	<b>250.00%</b>
Clayton		
Jan 1, 2017 - Nov 30, 2017	16	15
Jan 1, 2016 - Nov 30, 2016	6	6
<b>% Change</b>	<b>166.67%</b>	<b>150.00%</b>
Kirkwood		
Jan 1, 2017 - Nov 30, 2017	16	12
Jan 1, 2016 - Nov 30, 2016	5	5
<b>% Change</b>	<b>220.00%</b>	<b>140.00%</b>