



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

6,584

% of Total: 100.00% (6,584)



Jan 1, 2016 - Nov 30, 2016

4,786

% of Total: 100.00% (4,786)



Organic Search Traffic

Jan 1, 2017 - Nov 30, 2017

2,512

% of Total: 100.00% (2,512)



Jan 1, 2016 - Nov 30, 2016

1,736

% of Total: 100.00% (1,736)



How people find your website

Source	Sessions
google	
Jan 1, 2017 - Nov 30, 2017	2,699
Jan 1, 2016 - Nov 30, 2016	1,602
% Change	68.48%
(direct)	
Jan 1, 2017 - Nov 30, 2017	1,596
Jan 1, 2016 - Nov 30, 2016	714
% Change	123.53%
m.facebook.com	
Jan 1, 2017 - Nov 30, 2017	955
Jan 1, 2016 - Nov 30, 2016	11
% Change	8,581.82%
bing	
Jan 1, 2017 - Nov 30, 2017	333
Jan 1, 2016 - Nov 30, 2016	302
% Change	10.26%
website-analytics.online	
Jan 1, 2017 - Nov 30, 2017	203
Jan 1, 2016 - Nov 30, 2016	0
% Change	100.00%

Traffic Type

Traffic Type	Sessions
organic	
Jan 1, 2017 - Nov 30, 2017	3,136
Jan 1, 2016 - Nov 30, 2016	2,026
% Change	54.79%
referral	
Jan 1, 2017 - Nov 30, 2017	1,852
Jan 1, 2016 - Nov 30, 2016	2,046
% Change	-9.48%
direct	
Jan 1, 2017 - Nov 30, 2017	1,596
Jan 1, 2016 - Nov 30, 2016	714
% Change	123.53%

Organic Traffic by Device

Device Category	Sessions	Organic Searches
desktop		
Jan 1, 2017 - Nov 30, 2017	3,643	1,539
Jan 1, 2016 - Nov 30, 2016	4,451	1,601
% Change	-18.15%	-3.87%
mobile		
Jan 1, 2017 - Nov 30, 2017	2,570	867
Jan 1, 2016 - Nov 30, 2016	108	21
% Change	2,279.63%	4,028.57%
tablet		
Jan 1, 2017 - Nov 30, 2017	371	106
Jan 1, 2016 - Nov 30, 2016	227	114
% Change	63.44%	-7.02%

Organic Traffic by City

City	Sessions	Organic Searches
Waterloo		
Jan 1, 2017 - Nov 30, 2017	676	501
Jan 1, 2016 - Nov 30, 2016	400	297
% Change	69.00%	68.69%
St. Louis		
Jan 1, 2017 - Nov 30, 2017	299	251
Jan 1, 2016 - Nov 30, 2016	130	104
% Change	130.00%	141.35%
Columbia		
Jan 1, 2017 - Nov 30, 2017	252	194
Jan 1, 2016 - Nov 30, 2016	177	150
% Change	42.37%	29.33%
Chicago		
Jan 1, 2017 - Nov 30, 2017	234	175
Jan 1, 2016 - Nov 30, 2016	75	67
% Change	212.00%	161.19%
Belleville		
Jan 1, 2017 - Nov 30, 2017	138	101
Jan 1, 2016 - Nov 30, 2016	105	92
% Change	31.43%	9.78%