



Cyber PR Army
cyberprarmy.com

GET STARTED WITH

Google Analytics Report

Analyze the impact social media has on
traffic to your website with Google Analytics.





An overview of website traffic for the selected period.

Website activity overview



Marketing Site



PAGE VIEWS

497,789



VISITS

240,651



BOUNCE RATE

47%



Social media posting activity is charted alongside visits to your website to help you understand how your social media activity is driving traffic to your website.

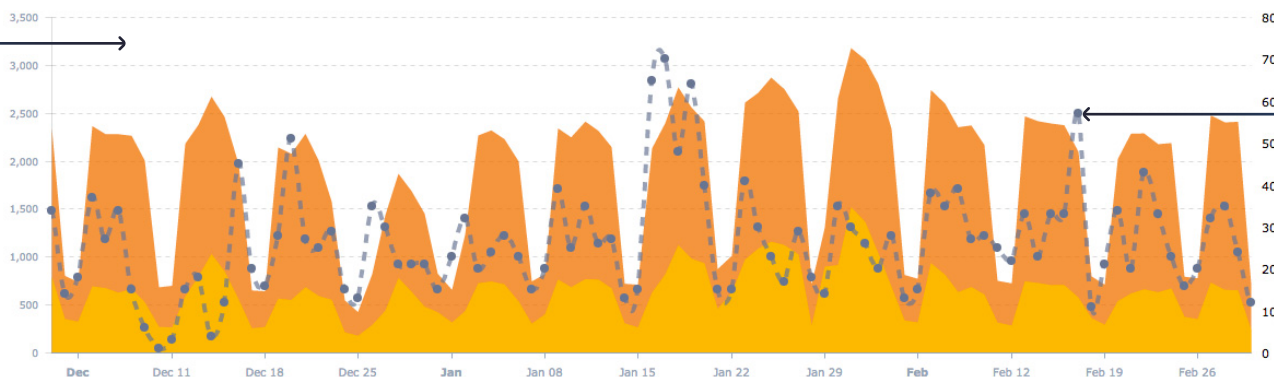
Website Traffic

VISITOR GROWTH

TOTAL VISITORS

NEW VISITORS

SOCIAL MEDIA POSTS



Understand how your social posting activity impacts visits to your website over the date period selected.

WEBSITE VISITOR METRICS

Total Visitors

166,652

New Visitors (23.82%)

57,320

Returning Visitors (76.18%)

183,331

Total Page Views

497,790

Total Sessions

240,651

NUMBER OF SESSIONS
DECREASED BY

↓ 3.51%

SINCE PREVIOUS PERIOD

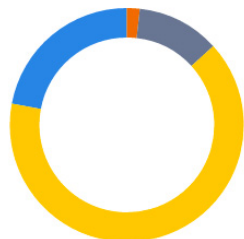




Learn where to focus your efforts by analyzing which channels are generating traffic to your website.

Traffic Sources

BY CHANNEL



SOCIAL

1.8%

REFERRAL

11.3%

DIRECT

63.8%

ORGANIC SEARCH

21.8%

BY SOCIAL NETWORK



FACEBOOK

77.4%

TWITTER

15.8%

LINKEDIN

5.2%

WORDPRESS

1.6%

TRAFFIC FROM SOCIAL
INCREASED BY

↑ 24.35%

SINCE PREVIOUS PERIOD

TRAFFIC FROM OTHER WEBSITES
DECREASED BY

↓ 13.65%

SINCE PREVIOUS PERIOD

TRAFFIC FROM SEARCH
INCREASED BY

↑ 4.14%

SINCE PREVIOUS PERIOD

TOP REFERRALS

google

50,057 (20.81%)

app.sendible.com/

4,608 (1.92%)

sendsocialmedia.com/

2,525 (1.05%)

facebook.com/

2,166 (0.9%)

newsletter

1,505 (0.63%)

bing

1,297 (0.54%)

yahoo

1,135 (0.47%)

sendible.com/pricing/

1,017 (0.42%)

TOP KEYWORDS

sendible

932 (0.39%)

https://app.sendible.com

161 (0.07%)

https://future.sendible.com/#measure

128 (0.05%)

https://future.sendible.com/#engage

119 (0.05%)

sendable

95 (0.04%)

sendible down

39 (0.02%)

https://sendible.com/features

38 (0.02%)

https://app.sendible.com/#

35 (0.01%)

Keep track of how engaged new visitors are to your website by monitoring the percentage that leave your website from the landing page without browsing any further.

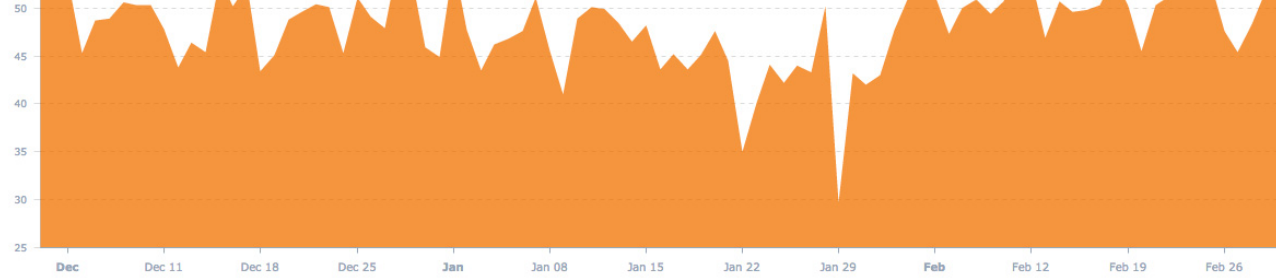
Website Engagement

BOUNCE RATE

60
55

BOUNCE RATE

Discover which social networks are sending the most traffic your way and leverage this data to inform your content strategy.



AUDIENCE ENGAGEMENT METRICS

Bounce Rate 47.63%

Average Session Duration 3.2 mins

Pages Per Session 2.1

Returning Visitors 76.2%

MOST PAGE VIEWS

/ 413,805 (83.1%)

/pricing 23,739 (4.8%)

/features 8,878 (1.8%)

/working/ 3,972 (0.8%)

/features/social-media-dashboard/white-label-software 3,036 (0.6%)

/features/social-media-dashboard 2,974 (0.6%)

/features/social-media-publishing 2,682 (0.5%)

/case-studies 1,936 (0.4%)

BOUNCE RATE
DECREASED BY

↓ 1.97%

SINCE PREVIOUS PERIOD



AVERAGE SESSION DURATION
DECREASED BY

↓ 5.16%

SINCE PREVIOUS PERIOD



Understand which pages are generating the most views. Utilize these insights to inform your SEO strategy.

Visitor Demographics

TOP COUNTRIES

United States 126,455 (52.5%)

United Kingdom 42,385 (17.6%)

Canada 8,093 (3.4%)

Australia 5,817 (2.4%)

Germany 4,616 (1.9%)

India 3,942 (1.6%)

Philippines 3,654 (1.5%)

Netherlands 3,364 (1.4%)

TOP CITIES

London 22,899 (9.5%)

(not set) 9,193 (3.8%)

Oakdale 4,258 (1.8%)

New York 3,280 (1.4%)

Dublin 2,921 (1.2%)

Eagan 2,920 (1.2%)

Los Angeles 2,683 (1.1%)

Renton 2,600 (1.1%)

A breakdown of the types of visitors with the most sessions on your website using 4 types of demographic data.



Visitors from **United States** using **Chrome** on **Windows** appear to be a leading force among your website visitors.



TOP BROWSERS

Chrome	180,173 (74.9%)
Safari	23,088 (9.6%)
Firefox	21,272 (8.8%)
Internet Explorer	7,947 (3.3%)
Edge	6,029 (2.5%)
Opera	541 (0.2%)
Android Webview	410 (0.2%)
Coc Coc	284 (0.1%)

TOP OPERATING SYSTEMS

Windows	153,933 (64.0%)
Macintosh	70,839 (29.4%)
iOS	8,688 (3.6%)
Android	4,071 (1.7%)
Chrome OS	1,436 (0.6%)
Linux	1,431 (0.6%)
(not set)	198 (0.1%)
BlackBerry	24 (0.0%)





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