



Your Website Report

MONTH OF OCTOBER 2017

Pageviews

1,500

+29% from last month

Google Ad Displayed

5,000

-25% from last month

Avg Time On Site

128 sec

+20% from last month

Visits Increase, Far Exceed 12-Month Average

Visits were up 25% from the previous month to 800, which is more than your 12-month 500 average. The rise in traffic was driven by visits from Search Engines, growing 22% to 450 visits.

- Relative to the month prior, the percentage of total pageviews from your top ten pages grew to 18%. Driving the change was the page [About Us](#), which saw a 457% increase in pageviews to 110.
- Last month, your site's total pageviews increased 29% to 1,500. Similarly, your pages per visit increased 10% to 3.6, which is close to your average over the last year.
- Last month, [Services](#) had the highest % of people leaving after viewing that page (80%) relative to all your other pages. This exceeded your site's average of 59% from last month.

Where Your Traffic Came From

Visits from Search Engines was up to 450 visits from 380 a month before, and accounted for 58% of site traffic overall. There were 200 visits coming directly to your site (from a bookmark or typing in the URL directly) last month, up from 180 visits. The proportion of these types of visits stayed the same, however, making up 20% of your site's total traffic.

Google Advertising (AdWords)

Your overall cost per click was up 16% to A\$3.85 last month. Higher ad costs contributed most to the increase as overall ad cost increased 5% to A\$504. Your ad group, Solutions, experienced a 7% increase in cost, in particular, to A\$420.

Your Google Advertising costs increased to A\$504 from A\$431 one month earlier. Additional spending on the **Your Company's Solutions** campaign contributed most to the increase.