

Website/Store

Report

MONTH, YEAR

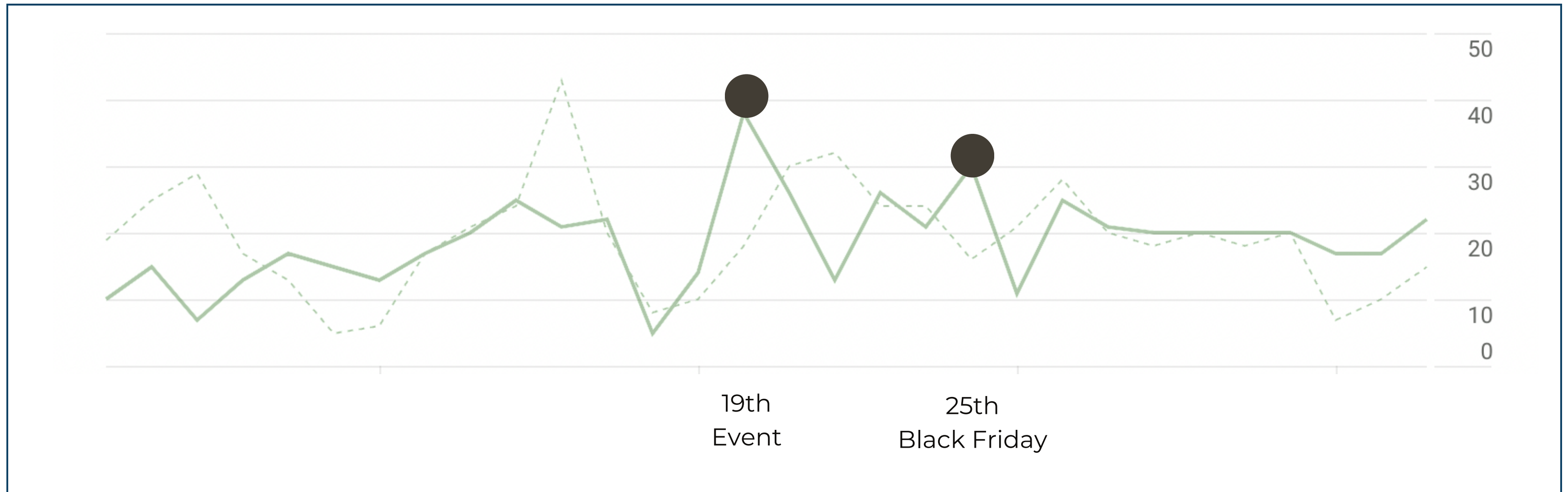


Brand

LOGO

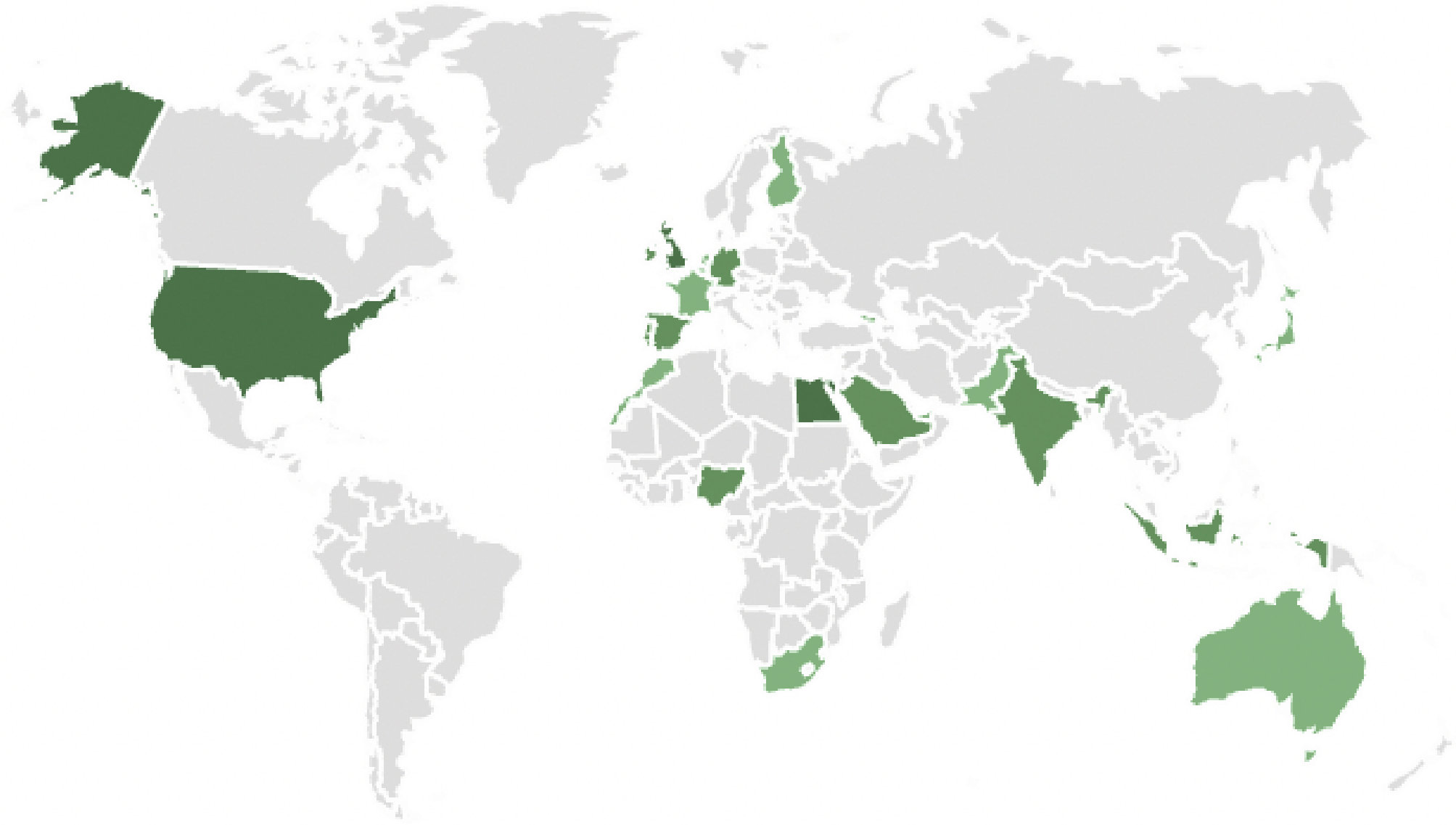
Visits

— Current Month
- - - Previous Month



	AVERAGE 2024	OCTOBER	NOVEMBER
VISITS	500	404	627
VISITORS	431	398	597

Visits by country

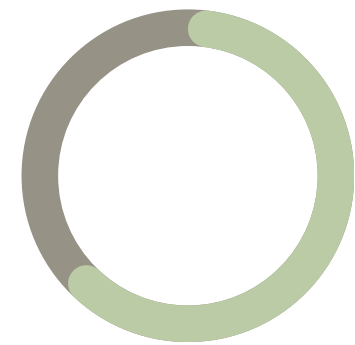


TOP COUNTRIES

- 1. Country 1 - 57%
- 2. Country 2 - 23%
- 3. Country 3 - 11%

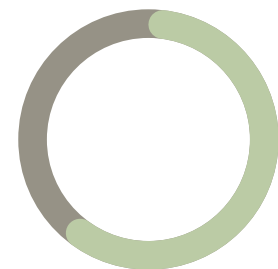
Sessions by device

NOVEMBER



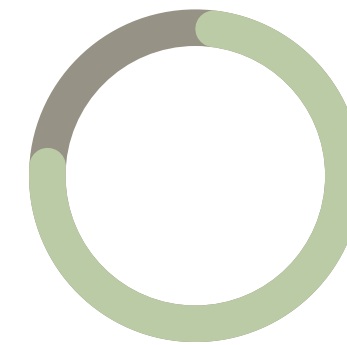
- Desktop - 64%
- Mobile - 36%

OCTOBER

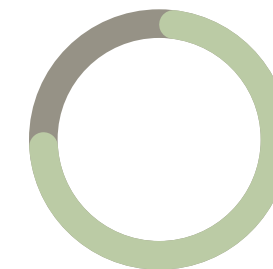


- Desktop - 62%
- Mobile - 38%

New vs returning visitors



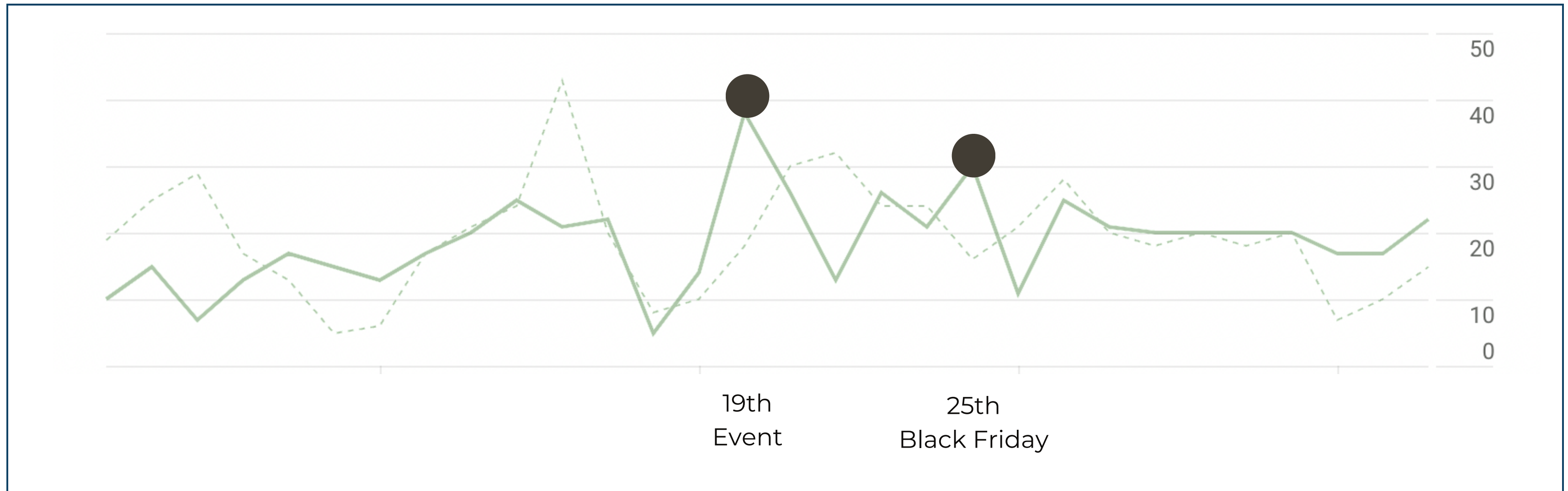
- New - 78%
- Returning - 22%



- New - 76%
- Returning - 24%

Sessions

● Days with more traffic



	AVERAGE 2024	OCTOBER	NOVEMBER
DIRECT	154	267	469
GOOGLE	69	71	55

Average session time

NOVEMBER

4'33"

OCTOBER

3'27"

Pages per session

NOVEMBER

3.6

OCTOBER

3.2

Highlights & Next steps

- Overview - Was this month better or worse than average?
- What events generated traffic this month?
- Add other relevant highlights about what was better compared to the previous month
- What didn't work quite as well this month?
- How will you act on those things?
- Next steps of what you'll do to take advantage of opportunities arising.

	Average 2023	October	November
WEBSITE			
VISITS	500	404	627
VISITORS	431	398	597
DIRECT	154	267	469
GOOGLE	69	71	55
SESSION DURATION	3'25"	3'27"	4'33"
PAGES PER SESSION	3.3	3.6	3.2