

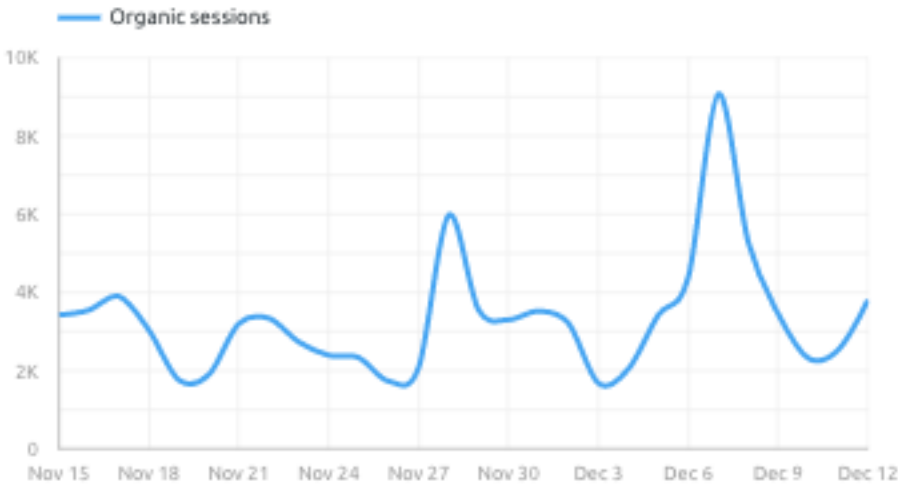
Organic traffic overview: what's changed?

Total organic sessions 92.9K

Users 68.5K
↑ 15.6%

Bounce rate 43.2%
↑ 1.8%

Pages / Sessions 5.1
↓ -0.1%



Returning users 68.5K
↑ 15.6%

% New Sessions 65.0%
↓ -0.7%

Avg. Session Duration 03:38
↑ 3.7%

Use this field to leave more extended comments for your client or boss. What was the reason of the change? What was done by the SEO team to improve the results or what will be done to recover from a drop?

To change the date range pick custom dates in the upper right part of the report.

How does SEO traffic convert?

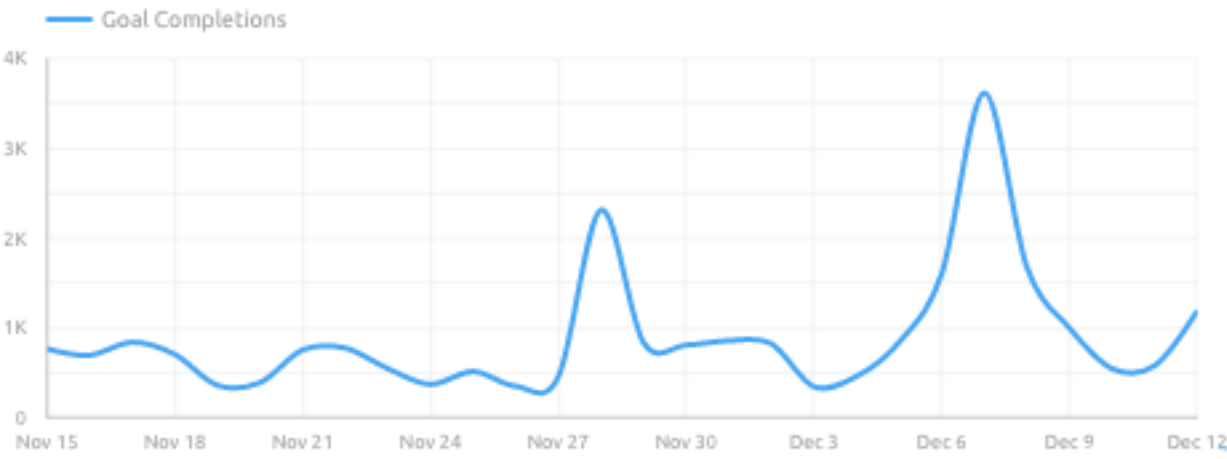
Total Goal Completion 25.0K
↑ 6,004

Goal Conversion Rate 26.9%
↑ 12.8%

Abandonment Rate 33.6%
↓ -4.1%

Registrations 4.4K
↑ 44.8%

Purchases 3.2K
↑ 50.2%



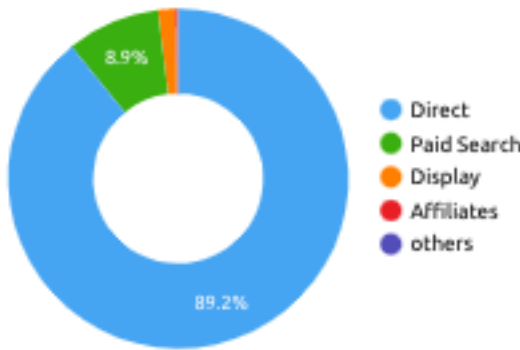
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This report is based on sample data from Google Analytics. When you copy the report, make sure you have the right goals set up in this section.

Organic traffic compared to other channels

Channels	Sessions	% New Sessions	Bounce Rate	Avg. Session Duration	Goal Conversion Rate	Pages / Session
1. Direct	80K	63.82%	40.01%	03:54	29.26%	5.4
2. Paid Search	7.6K	61.97%	46.45%	03:05	20.35%	4.8
3. Display	5.1K	89.8%	86.75%	28	0.1%	1.2
4. Affiliates	246	61.38%	58.54%	03:32	5.28%	2.4
5. (Other)	6	50%	83.33%	10	16.67%	1.8
6. Referral	1	0%	0%	01:29	0%	4

Where does traffic come from?



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