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What are the topline performance metrics for traffic coming to my website?

25.26K	19.55K	28.74K	59.51%	00:01:58	43.01K	1.50	1.50K
31.66K	25.04K	35.80K	57.69%	00:02:03	54.50K	1.52	2.00K
▲ 25%	▲ 28%	▲ 25%	▼ 3%	▲ 4%	▲ 27%	▲ 2%	▲ 33%
Users	New Users	Sessions	Bounce Rate	Avg. Session Duration	Pageviews	Pages / Session	Goal Completions

What days do I get the most traffic?
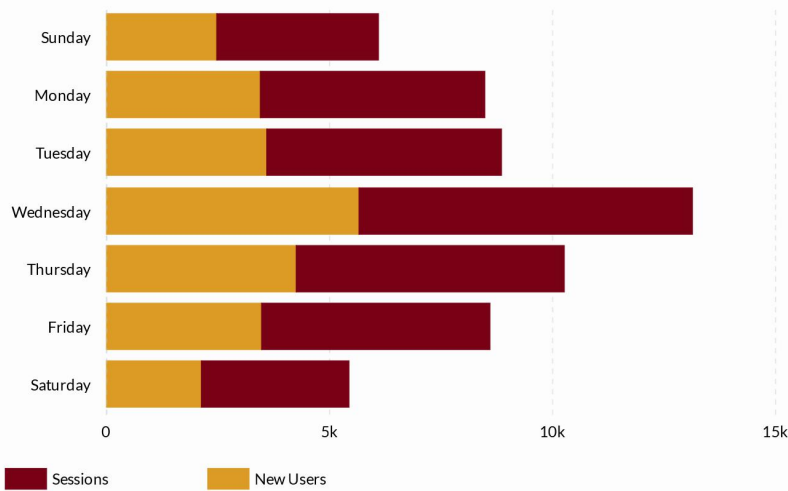
Sessions   New Users

How do goal conversions trend with overall site traffic?
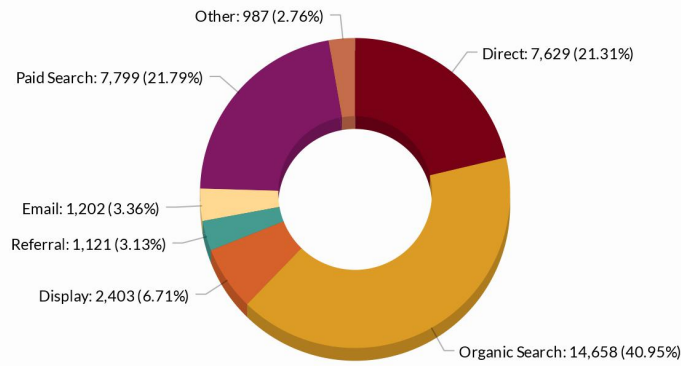

Sessions   Goal Completions
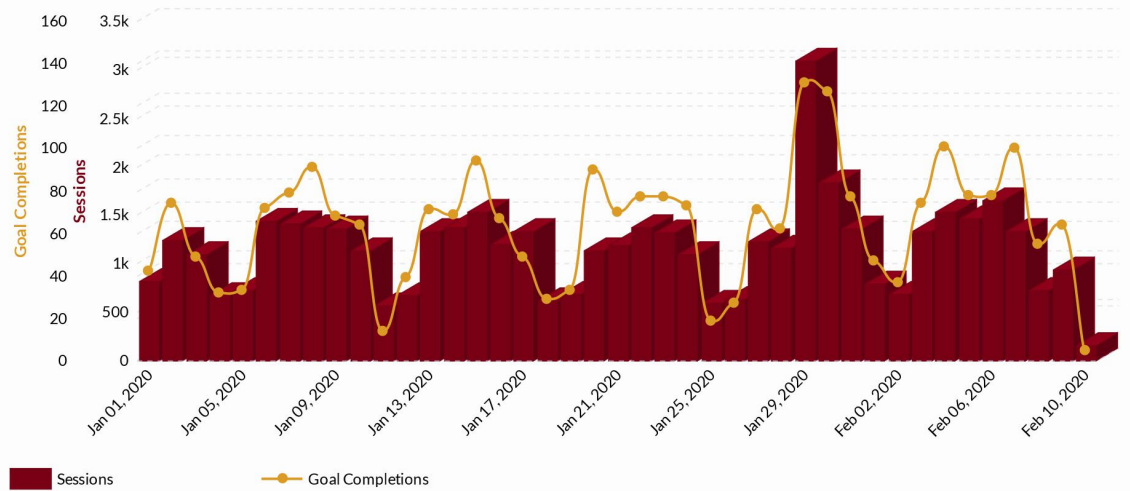
Which specific conversions are we measuring?

Grid contains more rows, but they have been clipped.

Goal Name	Completions		Conversion Rate		Users		Sessions		New Users	
Hubspot Lead Popups	▲ 36%	410 556	▲ 9%	2.85% 3.11%	▲ 25%	12,640 15,836	▲ 24%	14,377 17,897	▲ 28%	9,780 12,515
Hubspot Lead Form - Header	▲ 33%	342 454	▲ 7%	2.38% 2.54%	▲ 25%	12,640 15,836	▲ 24%	14,377 17,897	▲ 28%	9,780 12,515
Form Submission Leads	▲ 40%	318 444	▲ 12%	2.21% 2.48%	▲ 25%	12,640 15,836	▲ 24%	14,377 17,897	▲ 28%	9,780 12,515
Video - ██████ Auto Webinar (Email Collector)	▲ 27%	244 310	▲ 2%	1.70% 1.73%	▲ 25%	12,640 15,836	▲ 24%	14,377 17,897	▲ 28%	9,780 12,515
Phone Calls	▲ 15%	71 82	▼ 7%	0.49% 0.46%	▲ 25%	12,640 15,836	▲ 24%	14,377 17,897	▲ 28%	9,780 12,515
Video Plays - Master ██████	▲ 57%	47 74	▲ 26%	0.33% 0.41%	▲ 25%	12,640 15,836	▲ 24%	14,377 17,897	▲ 28%	9,780 12,515

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What is the overall breakdown in traffic sources coming to my website?

Other: 987 (2.76%)
Direct: 7,629 (21.31%)
Paid Search: 7,799 (21.79%)
Email: 1,202 (3.36%)
Referral: 1,121 (3.13%)
Display: 2,403 (6.71%)
Organic Search: 14,658 (40.95%)

What is the gender breakdown of traffic to our website?

female: 39.96%
male: 60.04%
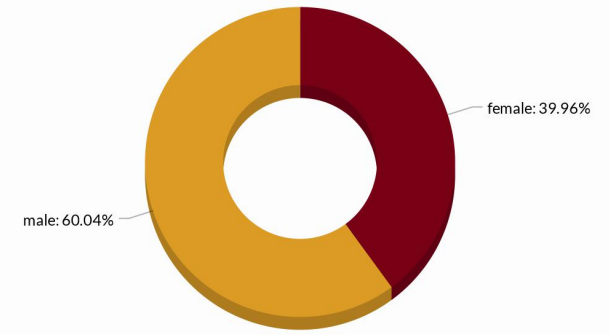
What are my top 10 traffic sources?

Grid contains more rows, but they have been clipped.

Source	Medium	Sessions		Pages / Session		Avg. Session Duration		Bounce Rate		Goal Completions		Goal Conversion Rate	
google	Organic	▲23%	11,705 14,410	▼2%	1.59 1.56	▼1%	00:02:13 00:02:12	▲1%	55.20% 55.93%	▲22%	458 560	▼1%	3.91% 3.89%
adwords	ppc	▲31%	7,178 9,412	▲3%	1.40 1.45	▲5%	00:01:40 00:01:45	▼8%	66.06% 60.48%	▲35%	583 787	▲3%	8.12% 8.36%
(direct)	Direct	▲36%	5,623 7,631	▲-	1.36 1.36	▲10%	00:01:28 00:01:37	▼3%	63.19% 61.16%	▲66%	158 263	▲23%	2.81% 3.45%
bing	ppc	▲30%	712 928	▲1%	1.45 1.46	▼23%	00:02:03 00:01:35	▼1%	50.70% 50.00%	▲23%	73 90	▼5%	10.25% 9.70%
hs_automation	email	▼25%	1,021 770	▼6%	1.68 1.58	▼1%	00:02:44 00:02:43	▼5%	59.55% 56.36%	▼20%	107 86	▲7%	10.48% 11.17%
hs_email	email	▲79%	238 426	▼6%	1.66 1.75	▼23%	00:03:16 00:02:31	▼4%	55.46% 53.05%	▲81%	21 38	▲1%	8.82% 8.92%
clutch	referral	▲22%	347 422	▼26%	2.26 1.68	▼47%	00:03:55 00:02:05	▲36%	24.78% 33.65%	▼9%	23 21	▼25%	6.63% 4.98%
			146		1.04		00:00:04		89.04%		2		1.37%

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📊 **How do we attract new users and what's the breakdown of that traffic?**

Grid contains more rows, but they have been clipped.

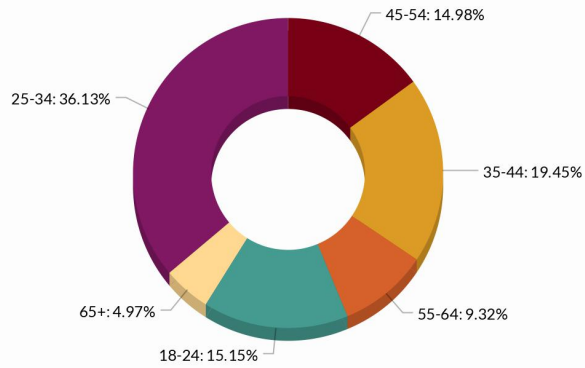| Medium	New Users	Unique Pageviews	Pages / Session	Avg. Session Duration	Goal Completions	Bounce Rate
Organic	11,237	18,603	1.57	00:02:13	567	55.76%
ppc	▲34% 4,707 / 6,285	▲36% 9,538 / 12,982	▲3% 1.40 / 1.45	▲2% 00:01:42 / 00:01:44	▲34% 648 / 866	▼8% 64.84% / 59.62%
(none)	▲54% 3,625 / 5,576	▲33% 6,812 / 9,087	▲- 1.36 / 1.36	▲10% 00:01:28 / 00:01:37	▲66% 158 / 262	▼3% 63.19% / 61.17%
referral	▲2% 1,149 / 1,175	▲26% 2,164 / 2,722	▲41% 1.62 / 2.29	▲50% 00:02:45 / 00:04:08	▲111% 70 / 148	▼9% 52.57% / 48.10%
email	▼15% 567 / 484	▼9% 1,873 / 1,704	▼3% 1.68 / 1.63	▼7% 00:02:50 / 00:02:38	▼2% 128 / 126	▼6% 58.68% / 55.07%
paid	▼21% 162 / 128	▼23% 248 / 192	▼2% 1.10 / 1.07	▲6% 00:00:18 / 00:00:19	▼10% 10 / 9	▼- 84.30% / 84.04%

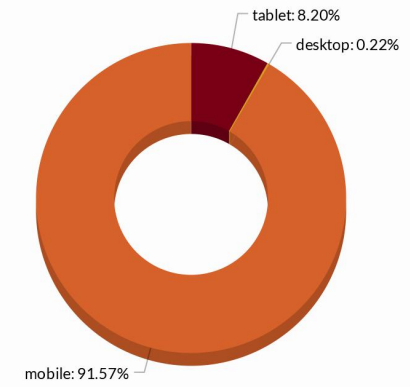📊 **What is the overall trend of traffic coming to our website**
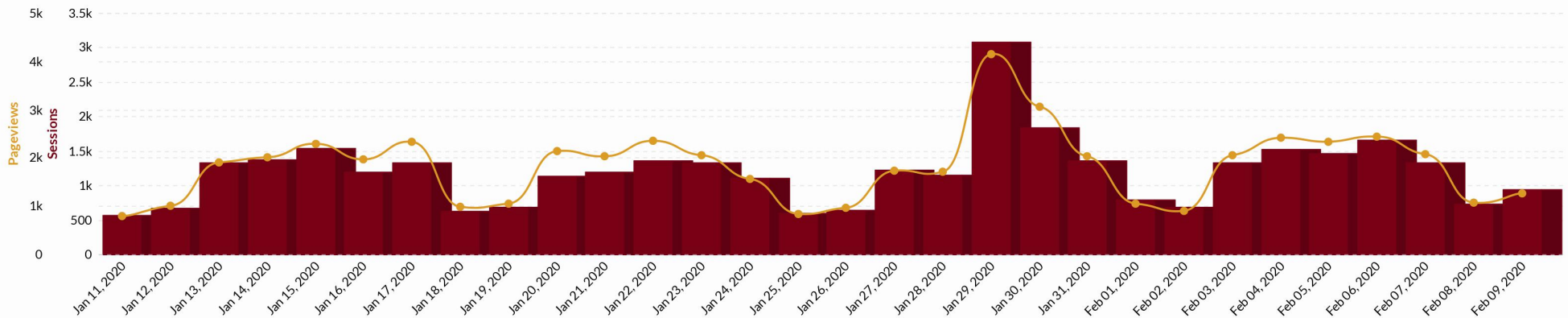
📊 **What is the device breakdown of traffic coming to our website?**

Device Category	Users	New Users	Sessions	Bounce Rate	Avg. Session Duration	Pageviews	Pages / Session
mobile	▲21% 8,232 / 9,989	▲27% 6,111 / 7,783	▲20% 9,382 / 11,259	▼3% 73.05% / 70.67%	▲10% 00:01:10 / 00:01:17	▲22% 12,389 / 15,065	▲1% 1 / 1
tablet	▲9% 544 / 593	▲17% 408 / 477	▲6% 601 / 638	▼3% 66.72% / 64.73%	▼13% 00:01:28 / 00:01:17	▲6% 810 / 856	▼- 1 / 1
desktop	▲83% 12 / 22	▲100% 8 / 16	▲117% 12 / 26	▼17% 83.33% / 69.23%	▲6,000% 00:00:03 / 00:03:03	▲183% 12 / 34	▲31% 1 / 1
Total ❓	**10,604**	**8,276**	**11,923**	**70.35%**	**00:01:18**	**15,955**	**1**

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What is the age breakdown of traffic coming to our website?

- 45-54: 14.98%
- 35-44: 19.45%
- 55-64: 9.32%
- 18-24: 15.15%
- 65+: 4.97%
- 25-34: 36.13%

Which Devices are producing the most conversions?

- tablet: 8.20%
- desktop: 0.22%
- mobile: 91.57%

Which cities are we getting traffic and conversions from?

Grid contains more rows, but they have been clipped.

Metro	City	Geo Breakdown	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Completions
Washington DC (Hagerstown MD)	Ashburn	- 2 / 2	▼23% 1,847 / 1,416	▲- 68.44% / 68.71%	▼2% 1.00 / 0.98	▼50% 00:00:06 / 00:00:03	▲243% 7 / 24
New York, NY	New York	- 2 / 2	▲57% 889 / 1,394	▲3% 58.61% / 60.62%	▼12% 1.58 / 1.40	▼10% 00:01:32 / 00:01:23	▲89% 19 / 36
Chicago IL	Chicago	- 2 / 2	▲13% 911 / 1,028	▼18% 67.40% / 55.06%	▲18% 1.21 / 1.43	▲64% 00:01:06 / 00:01:48	▲124% 17 / 38
Atlanta GA	Atlanta	- 2 / 2	▲4% 608 / 632	▲1% 60.20% / 60.76%	▼24% 1.93 / 1.46	▼47% 00:02:27 / 00:01:18	▲110% 10 / 21
Los Angeles CA	Los Angeles	- 2 / 2	▲19% 408 / 487	▼2% 63.24% / 61.81%	▼1% 1.49 / 1.47	▼14% 00:01:51 / 00:01:36	▲47% 15 / 22
Washington DC (Hagerstown MD)	Washington	- 2 / 2	▲33% 342 / 456	▼9% 66.67% / 60.53%	▼18% 1.52 / 1.25	▲11% 00:01:28 / 00:01:38	- 9 / 9
Dallas-Ft. Worth TX	Dallas	- 2 / 2	▲36% 314 / 426	▼14% 72.93% / 62.68%	▲13% 1.27 / 1.44	▲63% 00:00:59 / 00:01:36	▲189% 9 / 26
(not set)	(not set)	▼83% 12 / 2	▲30% 134 / 174	▲47% 61.19% / 89.66%	▼26% 1.46 / 1.08	▼88% 00:01:46 / 00:00:13	- 0 / 0
Austin TX	Austin	- 2 / 2	▲41% 212 / 298	▼19% 68.87% / 55.70%	▲18% 1.29 / 1.53	▲39% 00:01:16 / 00:01:46	▲145% 11 / 27

Which landing pages are collecting the most organic sessions and page visits from Google?

Grid contains more rows, but they have been clipped.

Page Title	Sessions		Bounce Rate		Pages / Session		Avg. Session Duration		New Users		Source
▮▮▮▮▮▮	▲37%	1,886 2,577	▲5%	50.11% 52.62%	▼6%	1.66 1.56	▼10%	00:02:51 00:02:34	▲41%	1,556 2,198	google
▮▮▮▮▮▮	▼18%	1,948 1,595	▼1%	64.99% 64.08%	▲2%	1.08 1.10	▲9%	00:01:08 00:01:14	▼16%	1,681 1,407	google
▮▮▮▮▮▮	▲67%	805 1,347	▲9%	44.47% 48.55%	▼2%	1.18 1.16	▼25%	00:03:43 00:02:48	▲73%	551 955	google
▮▮▮▮▮▮	▼2%	1,108 1,083	▲1%	72.29% 72.95%	▲3%	1.10 1.13	▼7%	00:00:43 00:00:40	▼2%	1,020 997	google
▮▮▮▮▮▮	▲-	981 984	▼13%	38.12% 33.23%	▲7%	1.50 1.60	▲2%	00:03:31 00:03:36	▼1%	542 539	google
▮▮▮▮▮▮	▲44%	455 657	▲16%	40.44% 46.88%	▲13%	1.63 1.84	▲10%	00:02:34 00:02:49	▲37%	404 555	google
▮▮▮▮▮▮	▲62%	271 439	▼6%	62.73% 59.23%	▼4%	1.12 1.08	▲28%	00:01:43 00:02:12	▲61%	232 373	google
▮▮▮▮▮▮	▲87%	182 340	▲11%	65.93% 72.94%	▼16%	1.40 1.18	▼3%	00:02:23 00:02:18	▲65%	142 234	google
▮▮▮▮▮▮	▲77%	190 336	▲17%	60.00% 70.24%	▼5%	1.13 1.07	▼7%	00:00:56 00:00:52	▲82%	164 298	google

What is the landing page performance via my paid advertising on Google?

Grid contains more rows, but they have been clipped.

Page Title	Sessions		Bounce Rate		Pages / Session		Avg. Session Duration		New Users		Source
▮▮▮▮▮▮	▲42%	2,882 4,097	▼13%	54.13% 47.18%	▲-	1.15 1.16	▲11%	00:02:01 00:02:14	▼37%	2,311 3,161	adwords
▮▮▮▮▮▮	▼3%	1,818 1,771	▼1%	81.63% 81.14%	▼3%	1.16 1.13	▲19%	00:00:58 00:01:09	▲4%	444 460	adwords
▮▮▮▮▮▮	▲17%	1,054 1,234	▲-	81.97% 82.33%	▲-	1.15 1.15	▼21%	00:00:53 00:00:42	▲14%	844 966	adwords
▮▮▮▮▮▮	▲45%	598 868	▼8%	62.54% 57.83%	▲6%	1.11 1.18	▼7%	00:01:26 00:01:20	▲54%	368 568	adwords
▮▮▮▮▮▮	▲181%	136 382	▲8%	54.41% 58.64%	▼33%	5.03 3.39	▲35%	00:01:43 00:01:07	▲241%	58 198	adwords
▮▮▮▮▮▮	▲52%	112 170	▼14%	46.43% 40.00%	▼1%	1.57 1.55	▼7%	00:05:03 00:04:43	-	36 36	adwords
▮▮▮▮▮▮	▲1,300%	12 168	▼27%	100.00% 72.62%	▼5%	1.17 1.11	-	00:00:00 00:00:31	▲7,800%	2 158	adwords
▮▮▮▮▮▮	▼22%	134 104	▼2%	80.60% 78.85%	▲3%	1.04 1.08	▼16%	00:00:50 00:00:42	▼29%	84 60	adwords
▮▮▮▮▮▮	▲8%	74 80	▲18%	67.57% 80.00%	▲12%	1.65 1.85	▼61%	00:02:07 00:00:49	▼13%	48 42	adwords

Which referral websites are sending me the most traffic?

Grid contains more rows, but they have been clipped.

Medium	Source	Sessions	Bounce Rate	Avg. Session Duration	Pages / Session	Goal Completions
referral	clutch	▲21% 347 / 420	▲35% 24.78% / 33.33%	▼46% 00:03:55 / 00:02:06	▼26% 2.26 / 1.68	▼9% 23 / 21
referral	m.facebook.com	▲68% 146 / 246	▼16% 89.04% / 74.80%	▲1,675% 00:00:04 / 00:01:11	▲21% 1.04 / 1.26	▲550% 2 / 13
referral	linkedin.com	▲31% 165 / 216	▲5% 56.36% / 59.26%	▲88% 00:00:32 / 00:01:00	▲14% 1.11 / 1.27	▲47% 19 / 28
referral	134.209.161.163	64	21.88%	01:01:10	22.41	3
referral	google.com	▼24% 80 / 61	▲37% 30.00% / 40.98%	▼44% 00:01:20 / 00:00:45	▼3% 1.35 / 1.31	- 0 / 0
referral	cta-redirect.hubspot.com	▲173% 22 / 60	▲47% 36.36% / 53.33%	▼66% 00:03:52 / 00:01:18	▲15% 1.27 / 1.47	▲750% 2 / 17
referral	l.facebook.com	▼45% 110 / 60	▲12% 56.36% / 63.33%	▼42% 00:02:36 / 00:01:31	▲52% 1.29 / 1.97	▲33% 3 / 4
referral	facebook.com	▼47% 110 / 58	▼13% 83.64% / 72.41%	▲500% 00:00:11 / 00:01:06	▼2% 1.20 / 1.17	▲100% 3 / 6
referral	t.co	▲1,150% 4 / 50	▼4% 50.00% / 48.00%	▲419% 00:00:36 / 00:03:07	▼25% 1.50 / 1.12	- 0 / 4
		18	22.22%	00:01:48	2.00	0

Which social channels (non-paid) are we collecting traffic from?

Grid contains more rows, but they have been clipped.

Source	Sessions	New Users	Bounce Rate	Avg. Session Duration	Goal Completions
m.facebook.com	▲68% 146 / 246	▲44% 136 / 196	▼16% 89.04% / 74.80%	▲1,675% 00:00:04 / 00:01:11	▲550% 2 / 13
linkedin.com	▲31% 165 / 216	▲43% 102 / 146	▲5% 56.36% / 59.26%	▲88% 00:00:32 / 00:01:00	▲47% 19 / 28
facebook	▼18% 232 / 190	▼21% 162 / 128	▼2% 84.48% / 83.16%	▼5% 00:00:19 / 00:00:18	- 10 / 10
facebook.com	▼47% 110 / 58	▼51% 90 / 44	▼13% 83.64% / 72.41%	▲500% 00:00:11 / 00:01:06	▲100% 3 / 6