

Organic Traffic Summary

Sample Report

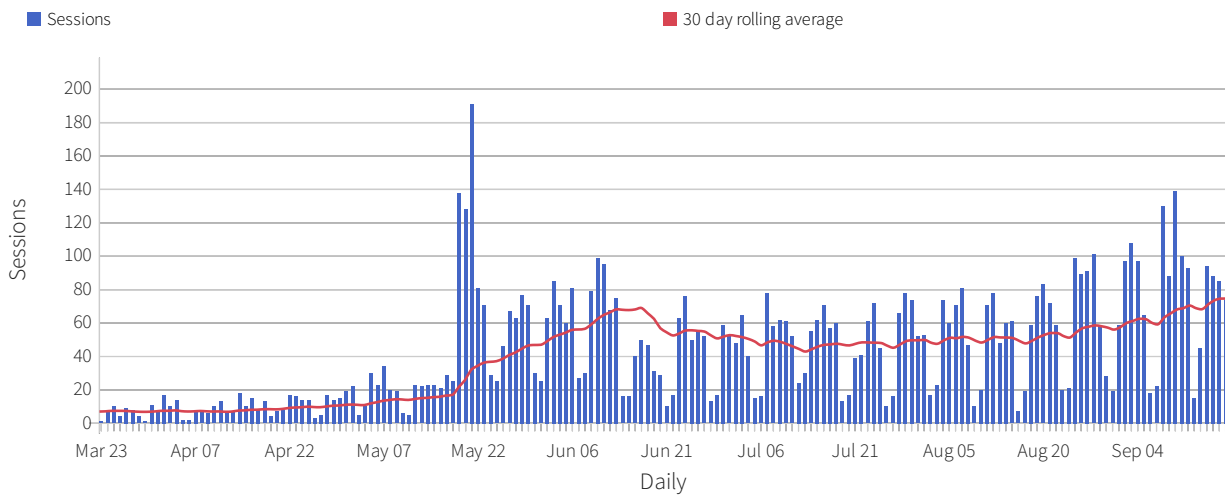
This is a sample report created from the Content Overview Template. We've added a cover page. In Megalytic, you can add a formatted cover page to any report. Formatting options include:

- Bullets
- Line Numbering
- Multiple Fonts
- etc.

You can also include formatted text in comments that can be inserted anywhere in the report.

Organic Traffic - Daily Sessions vs 90 Day Rolling Average

Daily from 03/23/2014 until 09/18/2014

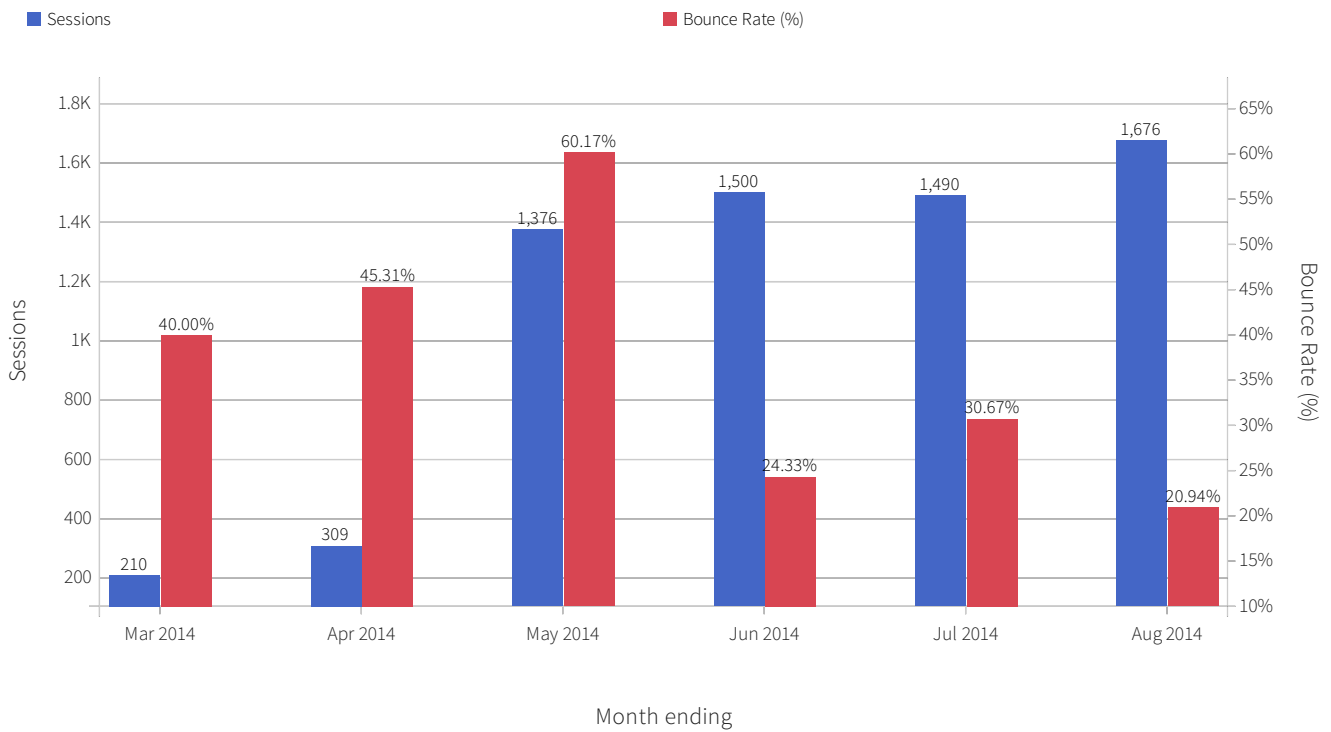


| Date | Sessions | Rolling Avg. | Difference from Rolling Avg. | | |
|------------|----------|--------------|------------------------------|--------|------|
| 09/18/2014 | 74 | 71.93 | ▲ | +2.07 | +3% |
| 09/17/2014 | 85 | 72 | ▲ | +13 | +18% |
| 09/16/2014 | 88 | 71.13 | ▲ | +16.87 | +24% |
| 09/15/2014 | 94 | 68.83 | ▲ | +25.17 | +37% |

Organic traffic for the website spiked in late May after the conference. Since then, growth has primarily been driven by the increasing interest in gut blog. Notice the steady increase in the average daily traffic (red line) since July.

Organic Traffic - Monthly Sessions vs Bounce Rate

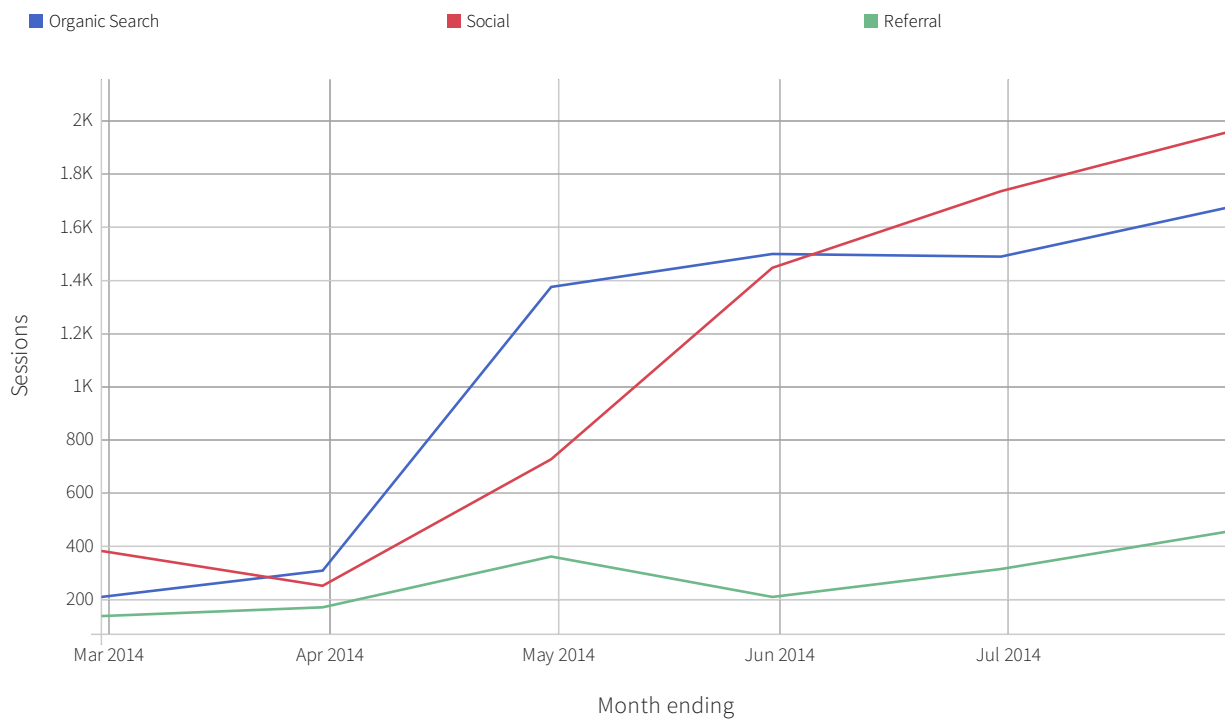
Monthly from 03/01/2014 until 08/31/2014



Great combination here. Increasing organic traffic with decreasing bounce rate. Indicates better SEO is working with the improved content.

Organic vs Social vs Referral - Monthly Sessions

Monthly from 03/01/2014 until 08/31/2014



Organic and Social are growing. Need to work on Referral traffic. The new PR campaign is designed to address that.

Quality of Organic Traffic - Last 6 Months

From 03/20/2014 until 09/19/2014

| Period | Sessions | Pages / Session | Avg Session Duration | Bounce Rate (%) |
|-------------------------|----------|-----------------|----------------------|-----------------|
| 08/20/2014 - 09/19/2014 | 2,194 | 2.36 | 00:05:39 | 19.33% |
| 07/20/2014 - 08/19/2014 | 1,506 | 1.97 | 00:03:28 | 25.90% |
| 06/19/2014 - 07/19/2014 | 1,392 | 2.4 | 00:03:56 | 30.03% |
| 05/20/2014 - 06/18/2014 | 1,906 | 2.24 | 00:03:30 | 39.82% |
| 04/19/2014 - 05/19/2014 | 631 | 2.73 | 00:02:56 | 58.32% |
| 03/20/2014 - 04/18/2014 | 244 | 4.42 | 00:06:05 | 40.98% |

Organic traffic over the last 6 months. Additional metrics provide insight into how engaging the content is.


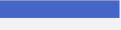











Pages / Session - The number of pages visited, on average, by an organic visitor.

Avg Session Duration - The average amount of time that an organic visitor spend visiting the website

Bounce Rate - The percentage of users who entered the website on the page, and immediately left, without viewing any other pages.

Top 10 Organic Traffic Landing Pages







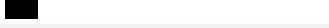


From 03/01/2014 until 08/31/2014

| Weekly Organic Traffic | Landing Page | Bounce Rate (%) |
|--|---|-----------------|
| 1.3K  | / | 32.58% |
| 994  |  | 21.03% |
| 805  | /blog/how-to-make-a-web-analytics-presentation-to-the-ceo | 71.68% |
| 606  | /blog/  | 12.71% |
| 281  | /blog/ecommerce-tracking-in-universal-analytics | 11.74% |
| 254  | /blog/google-analytics-reporting-for-agencies | 18.90% |
| 194  | /blog/measuring-engagement | 45.36% |
| 160  |  | 33.75% |
| 116  | /blog/how-to-track-content-engagement-with-google-analytics | 12.07% |
| 99  | /support/monthly-weekly-client-reporting-using-templates/ | 86.87% |
| Entire Site | 6,561 | 33.91% |

The blog dominates landing pages for organic traffic. Over time, we hope that support documents will start moving up in the rankings - indicating that more people are searching for solutions relating to our product.

Top 20 Search Queries (Keywords)

09/18/2014

| Query | Clicks | Impressions | CTR (%) | Avg Position |
|---|---|---|---------|--------------|
| megalytic |  |  | 66.00% | 1.1 |
| megalytics |  |  | 62.00% | 1 |
|  | 34 | 1,658 | 2.00% | 8.7 |
|  | 31 | 117 | 26.00% | 4 |
| tracking youtube videos in google analytics | 27 | 85 | 32.00% | 4.7 |
|  | 23 | 212 | 11.00% | 6.5 |
|  | 21 | 704 | 3.00% | 7.9 |
|  | 21 | 91 | 23.00% | 4.9 |
|  | 13 | 48 | 27.00% | 6.4 |
|  | 11 | 170 | 6.00% | 7.9 |
|  | 11 | 59 | 19.00% | 4.4 |
| youtube video tracking google analytics | 10 | 55 | 18.00% | 5 |
|  | 9 | 464 | 2.00% | 9 |
|  | 9 | 42 | 21.00% | 4.9 |

Top 20 Search Queries (Keywords)

2 of 2

09/18/2014

| Query | Clicks | Impressions | CTR (%) | Avg Position |
|---------------------------------------|--------|-------------|---------|--------------|
| google analytics engagement | 8 | 104 | 8.00% | 6.4 |
| ██████████ | 7 | 163 | 4.00% | 6.5 |
| ██████████ | 7 | 89 | 8.00% | 4.7 |
| ██████████████████ | 7 | 36 | 19.00% | 6.2 |
| ██████████ | 6 | 551 | 1.00% | 12 |
| universal analytics ecommerce example | 6 | 74 | 8.00% | 8.2 |
| Entire Domain | 854 | 14,091 | 6.00% | - |

These are the Google search queries that are driving the most visits. Impressions indicates how often one of your pages showed up in a search for the given query. Avg Position shows where, on the Google Search Engine Results Page (SERP), your page ranked on average.

Top 20 Content Keywords

08/31/2014

| Occurrences | Keyword |
|---------------|-------------|
| 1.4K | analytics |
| 1.1K | google |
| 683 | megalytic |
| 516 | blog |
| 483 | data |
| 417 | tracking |
| 321 | traffic |
| 286 | users |
| 279 | reporting |
| 269 | visits |
| 232 | engagement |
| 229 | campaign |
| 213 | filter |
| 209 | goals |
| 205 | tag |
| 163 | posts |
| 153 | example |
| 152 | visitors |
| 150 | read |
| 150 | conversions |
| Entire Domain | 15,326 |