

Willis's Walkabouts Website – Google Analytics

| Item | 1 Dec 13 - 13 Jan 14 | 1 Jan 13 - 31 Dec 13 | Notes |
|---|----------------------|----------------------|-------|
| Visits | 2151 | 22878 | ** |
| Unique visits | 1679 | 16739 | |
| Page views | 8897 | 76362 | |
| Pages per visit | 4.14 | 3.34 | |
| Average visit duration | 4:49 | 3:23 | |
| Bounce rate | 44% | 52% | |
| % New visits | 71% | 71% | |
| % Australian | 63% | 64% | |
| % direct | 25% | 33% | |
| % via search or other site | 75% | 67% | 1, 2 |
| No of landing pages | 133 | 209 | |
| % land on home page | 41% | 38% | |
| other pages with 5% or more of landings | 2 | 3 | |
| other pages with 1% or more of landings | 12 | 11 | |
| non PDF pages visited | 174 | 221 | 3 |
| No pages visited by more than 100/1000 | 16 | 14 | |
| No pages visited by 40 to 99/400 to 999 | 38 | 29 | |
| | | | |

(**) I don't know how to measure landings on or visits to PDF pages so these aren't included in the totals.

- (1) Not a lot of referrals, but very low bounce rate from sites like Tourism Top End, Parks & Wildlife, etc.
- (2) Organic search lists search terms (I think). The ones I expected hardly appear. Others I didn't do. Many don't give terms.
- (3) Most of pages visited had people visit them as landing pages.

| Time on Website | 1 Dec 13 - 13 Jan 14 | 1 Jan 13 - 31 Dec 13 |
|------------------------|-----------------------------|-----------------------------|
| 10 sec or less | 49% | 57% |
| 11 to 60 sec | 9% | 9% |
| 1 to 3 min | 11% | 11% |
| 3 to 10 min | 14% | 12% |
| 10 to 30 min | 12% | 8% |
| more than 30 min | 4% | 2% |

The numbers might not be statistically significant but it appears that the average length of visit is increasing.

I take the fact that 10% of visits spend more than ten minutes on the site as positive as I want it to be highly informative.