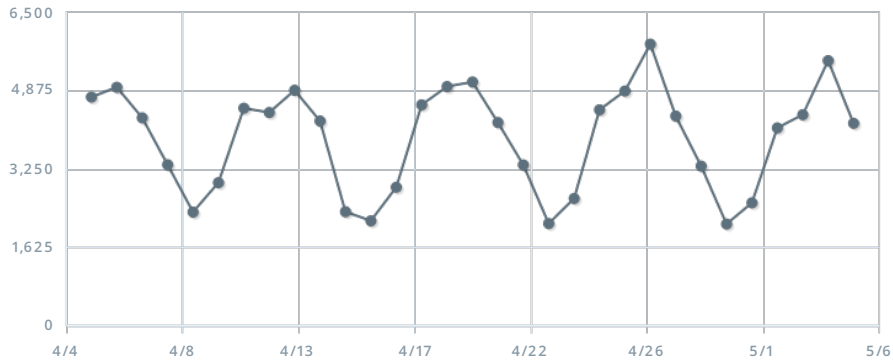


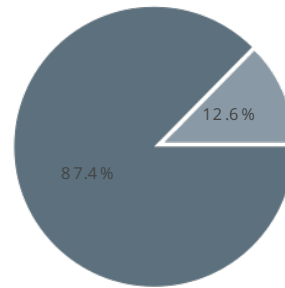
Analytics Summary

Date Range: April 5, 2016 - May 5, 2016

Traffic Overview : Total Sessions, Daily



Type	Sessions
New Visitor	105,454 (87.4%)
Returning Visitor	15,227 (12.6%)
Total Sessions	120,681



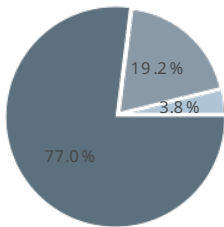
Channel Overview

Channel	Sessions	▲ Prior	▲ Prior Year	Conversions
1 Organic Search	85,259 (70.6%)	▲ 6.2%	▲ 127.9%	0
2 Direct	20,543 (17.0%)	▲ 5.0%	▲ 18.8%	0
3 Social	6,991 (5.8%)	▼ 17.4%	▲ 2.9%	0
4 Referral	6,432 (5.3%)	▼ 4.4%	▼ 13.3%	0
5 (Other)	1,340 (1.1%)	▼ 24.5%	▼ 10.8%	0
6 Email	159 (0.1%)	▼ 51.5%	▲ 224.5%	0

Popular Pages

Page	Entrances	Page Views	▲ Prior	▲ Prior Year	Bounce Rate
1 /	5,139 (4.3%)	8,526 (4.8%)	▲ 11.9%	▼ 9.7%	49.2%
2 /blog/	2,408 (2.0%)	4,985 (2.8%)	▲ 10.3%	▼ 57.6%	57.0%
3 /blog/marketing101/	3,387 (2.8%)	4,715 (2.7%)	▲ 31.3%		73.0%
4 /blog/facebook/	3,748 (3.1%)	4,686 (2.7%)	▼ 17.7%		86.5%
5 /blog/questions-you-should-ask-every-customer/	3,351 (2.8%)	4,678 (2.7%)	▲ 41.8%		76.0%
6 /blog/keywords/	2,514 (2.1%)	3,408 (1.9%)	▲ 36.9%		74.8%
7 /community/	360 (0.3%)	2,433 (1.4%)	▲ 36.4%		35.6%
8 /business/	228 (0.2%)	2,349 (1.3%)	▲ 19.3%		67.1%
9 /blog/content/	1,864 (1.5%)	2,335 (1.3%)			70.5%
10 /blog/marketing-tactics/	1,858 (1.5%)	2,194 (1.2%)	▲ 16.2%		82.2%

Device Overview



Device	Sessions	▲ Prior	▲ Prior Year
Desktop	92,958 (77.0%)	▲ 5.5%	▲ 69.8%
Mobile	23,164 (19.2%)	▼ 4.4%	▲ 90.1%
Tablet	4,603 (3.8%)	▼ 4.9%	▲ 30.2%
Total	120,681	▲ 3.1%	▲ 71.3%

Organic Traffic Analysis

Source	Sessions	▲ Prior	▲ Prior Year
1 Google	83,360 (69.1%)	▲ 6.3%	▲ 137.6%
2 Bing	1,101 (0.9%)	▲ 10.8%	▼ 7.2%
3 Yahoo	593 (0.5%)	▲ 3.3%	▼ 38.9%
4 Ask	73 (0.1%)	▼ 29.1%	▼ 9.9%
5 Baidu	45 (0.0%)	▼ 6.3%	▲ 164.7%
6 Yandex	29 (0.0%)	▼ 43.1%	▲ 3.6%
7 Daum	21 (0.0%)	▲ 75.0%	▲ 250.0%
8 Aol	16 (0.0%)	▼ 11.1%	▼ 50.0%
9 Images.google	15 (0.0%)	▼ 11.8%	
10 Avg	6 (0.0%)	▼ 45.5%	0.0%

Social Media Traffic Analysis

Source	Sessions	▲ Prior	▲ Prior Year
1 Facebook	2,648 (2.2%)	▼ 7.6%	▲ 107.8%
2 Twitter	2,024 (1.7%)	▼ 18.0%	▼ 45.3%
3 LinkedIn	823 (0.7%)	▼ 8.7%	▲ 59.2%
4 StumbleUpon	542 (0.4%)	▼ 70.0%	▲ 6.9%
5 Pocket	107 (0.1%)	▲ 18.9%	▲ 132.6%
6 Google+	51 (0.0%)	▼ 41.4%	▼ 74.6%
7 Disqus	46 (0.0%)	▼ 4.2%	▼ 71.1%
8 Blogger	35 (0.0%)	▲ 16.7%	0.0%
9 paper.li	23 (0.0%)	0.0%	▲ 666.7%
10 Scoop.it	22 (0.0%)	▲ 69.2%	▲ 4.8%