

Users

| | | | |
|----------|-------------|-----------------|-----------------------|
| Users | Bounce Rate | Pages / Session | Avg. Session Duration |
| 3,2 тыс. | 37,42 % | 2,44 | 00:02:46 |

Devices

| Device | Users | Bounce Rate | Pages / Session | Avg. Session Duration | Form Submission |
|---------|-------|-------------|-----------------|-----------------------|-----------------|
| desktop | 2 632 | 33,95 % | 2,64 | 00:03:01 | 0,84 % |
| mobile | 557 | 55,39 % | 1,44 | 00:01:24 | 0,44 % |
| tablet | 11 | 23,08 % | 1,92 | 00:08:28 | 0 % |

User type

| User Type | Users | Bounce Rate | Pages / Session | Avg. Session Duration | Form Submission |
|-------------------|-------|-------------|-----------------|-----------------------|-----------------|
| New Visitor | 3 117 | 40,98 % | 1,6 | 00:01:02 | 0,64 % |
| Returning Visitor | 345 | 26,52 % | 5 | 00:08:04 | 1,17 % |

Demography and Geograph

| Age | Users | Bounce Rate | Pages / Session | Avg. Session Duration | Form Submission |
|-------|-------|-------------|-----------------|-----------------------|-----------------|
| 25-34 | 456 | 25,48 % | 4,16 | 00:05:34 | 1,02 % |
| 35-44 | 252 | 24,62 % | 2,06 | 00:02:17 | 0,62 % |
| 18-24 | 234 | 27,07 % | 2,41 | 00:04:33 | 0,57 % |
| 45-54 | 129 | 33,77 % | 1,36 | 00:00:49 | 0,65 % |
| 55-64 | 46 | 23,08 % | 5,82 | 00:05:44 | 0 % |
| 65+ | 34 | 15,38 % | 2,15 | 00:02:21 | 5,13 % |

| Country | Users | Bounce Rate | Pages / Session | Avg. Session Duration | Form Submission |
|----------------|-------|-------------|-----------------|-----------------------|-----------------|
| Australia | 847 | 34,79 % | 2,14 | 00:02:15 | 0,65 % |
| United States | 726 | 48,66 % | 1,18 | 00:00:36 | 0,13 % |
| India | 356 | 29,19 % | 7,21 | 00:09:54 | 2,18 % |
| United King... | 175 | 41,54 % | 1,18 | 00:00:49 | 0 % |
| China | 111 | 92,92 % | 1,02 | 00:00:01 | 0 % |
| Philippines | 87 | 24,12 % | 2,2 | 00:06:05 | 1,18 % |
| Canada | 84 | 37,08 % | 1,21 | 00:00:37 | 0 % |

Desktop has **4.5 times more users** and **bounce rate of 1.6 times less** than **Mobile**. This may indicate the inconvenience of Mobile.

Only **10% of users return** to the site. **New users spend up to 1 minute** on the site, and **returning users up to 8 minutes**. This means that **new users cannot find their way around the site**, and the **returned users know where it is located** and therefore **the confirmation of the form is 1.8 times larger**.

The United States is the **second most-arriving user**, but it has a **48% bounce rate**, a **36-second session time** and only **0.1% confirmation of the form**. This may mean that **US users do not find the information they need or are used to and are not interested in the site**.

Traffic and pageviews

Channels

| Default Channel Grouping | Users | Bounce Rate | Pages / Session | Avg Session Duration | Form Submission |
|--------------------------|-------|-------------|-----------------|----------------------|-----------------|
| Organic Search | 1 474 | 25,88 % | 2,84 | 00:03:28 | 0,69 % |
| Direct | 979 | 48,86 % | 2,37 | 00:02:11 | 1,32 % |
| Email | 365 | 39,03 % | 1,46 | 00:01:40 | 0 % |
| Social | 195 | 53,93 % | 1,48 | 00:01:10 | 0 % |
| Referral | 137 | 38,29 % | 3,19 | 00:05:19 | 1,35 % |
| Paid Search | 103 | 60,33 % | 1,78 | 00:01:08 | 0,83 % |
| (Other) | 4 | 60 % | 2,1 | 00:00:50 | 0 % |

Pages viewed

| Page group | Pageviews | Avg. Time on Page | Pages / Session | % Exit |
|------------------|-----------|-------------------|-----------------|---------|
| Blog - News | 4 564 | 00:02:17 | 2,04 | 49,32 % |
| Main | 2 072 | 00:02:18 | 1,47 | 49,95 % |
| Services-details | 984 | 00:00:56 | 9,94 | 14,23 % |
| About | 416 | 00:02:07 | 10,15 | 34,86 % |
| Results-details | 383 | 00:02:02 | 5,25 | 27,15 % |
| Results-page | 334 | 00:01:51 | 6,19 | 25,45 % |
| Contact | 254 | 00:00:48 | 3,34 | 43,7 % |
| Resources | 247 | 00:01:32 | 11,76 | 12,55 % |
| Services-page | 220 | 00:00:56 | 7,1 | 30,45 % |
| Other | 176 | 00:01:31 | 6,29 | 18,75 % |

Landing pages

| Landing group | Sessions | Bounce Rate | Pages / Session | Avg Session Duration | Form Submission |
|---------------|----------|-------------|-----------------|----------------------|-----------------|
| Blog - News | 2 191 | 23,73 % | 1,88 | 00:01:59 | 0,46 % |
| Main | 1 399 | 56,54 % | 2,84 | 00:03:27 | 0,79 % |
| Results | 132 | 53,03 % | 3,02 | 00:04:27 | 0,76 % |
| Services | 130 | 57,69 % | 4,9 | 00:03:27 | 0 % |
| Contact | 76 | 46,05 % | 2,64 | 00:01:08 | 3,95 % |
| Other | 59 | 28,81 % | 1,22 | 00:00:57 | 3,39 % |
| Category | 54 | 22,22 % | 5,85 | 00:04:47 | 1,85 % |
| About | 42 | 52,38 % | 2,36 | 00:04:34 | 2,38 % |
| Resources | 24 | 8,33 % | 4,75 | 00:13:01 | 8,33 % |
| Community | 17 | 0 % | 7,06 | 00:14:59 | 0 % |

Exit pages

| Exit pages group | Sessions | % Exit | Bounce Rate | Pages / Session | Avg Session Duration | Form Submission |
|------------------|----------|---------|-------------|-----------------|----------------------|-----------------|
| Blog - News | 2 233 | 44,09 % | 23,29 % | 2,27 | 00:02:41 | 0,9 % |
| Main | 1 035 | 54,99 % | 76,43 % | 1,82 | 00:01:38 | 0,1 % |
| About | 145 | 36,9 % | 15,17 % | 2,71 | 00:03:56 | 2,07 % |
| Services-details | 140 | 20,32 % | 40 % | 4,92 | 00:04:44 | 0,71 % |
| Contact | 111 | 22,61 % | 31,53 % | 4,42 | 00:02:57 | 1,8 % |
| Results-details | 104 | 25,94 % | 43,27 % | 3,86 | 00:06:10 | 0,96 % |
| Results-page | 85 | 35,86 % | 29,41 % | 2,79 | 00:04:02 | 0 % |
| Services-page | 67 | 31,02 % | 28,36 % | 3,22 | 00:04:15 | 0 % |
| Other | 64 | 31,43 % | 26,56 % | 1,64 | 00:02:00 | 4,69 % |
| Category | 46 | 22,01 % | 26,09 % | 4,54 | 00:02:56 | 0 % |

Most users come through **Organic Search and Direct**, but **Organic Search** has **one of the lowest confirmation forms**, which indicates that users do not find the information they were looking for by clicking on the link.

Referral and Direct have **the highest form confirmation**, which means that when they get from other sites, they will be interested in content, and when entering a link to the site manually, users know what they need to look for.

Compared to other pages, **the main page and articles** have **the highest number of hits**, but **the main page** has a **bounce rate of 56%** and the **smallest number of pages views**.

Browsing of the site starts with **articles**, but rarely goes further as **the number of pages viewed does not exceed 1.8**. Which means that the article page doesn't encourage the user to look at anything else.

That is why most of users leave them and from **the main page**, where **% exit is the highest**, as it does **not give the necessary information** and does not interest the user.

Goals

| Goal Completion Location | Goal Completions | Default Channel Grouping | Goal Completions |
|--|------------------|--------------------------|------------------|
| Requesting a receive a response from Commercial Director | 9 | 1. Direct | 15 |
| Requesting a consult | 9 | 2. Organic Search | 13 |
| Newsletter subscription. | 7 | 3. Referral | 3 |
| Downloading | 5 | 4. Paid Search | 1 |
| Response to an open position | 2 | | |

Only **24 times** there were **interactions with any form on the site**, which indicates that users may not reach them or simply do not find the desired form.

Most of the users that **interacted with the form**, came from **Direct**, that is, they entered a link to the site themselves or previously saved to themselves bookmarks, which indicates that the user returned to leave a request.