

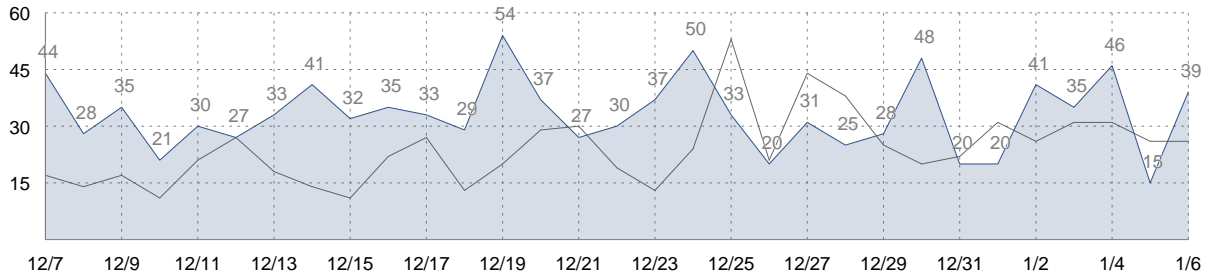
Google Analytics: Overview

12/7/2014 - 1/6/2015

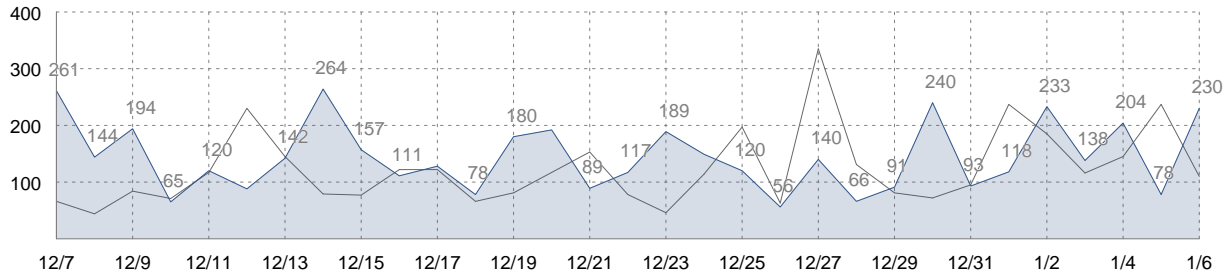
compared to: 11/6/2014 - 12/6/2014

Advanced Segments: All Sessions

Sessions



Page Views



All Sessions: Sessions

1,024

Previous: 741 **38.19%**

All Sessions: % New Sessions

78.22%

Previous: 69.64% **12.33%**

All Sessions: New Users

801

Previous: 516 **55.23%**

All Sessions: Page Views

4,475

Previous: 3,816 **17.27%**

All Sessions: Bounce Rate

3.22%

Previous: 4.45% **-27.64%**

All Sessions: Pages / Session

4.37

Previous: 5.15 **-15.14%**

All Sessions: Avg. Session Duration

2:14

Previous: 3:26 **-35.06%**

(continued)

Top Traffic

Source / Medium	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
google / organic	45.63% ▲ 683 vs 469	61.39% ▲ 510 vs 316	-77.11% ▼ 0.88% vs 3.84%	-16.79% ▼ 4.93 vs 5.93	-33.04% ▼ 2:36 vs 3:53	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%
(direct) / (none)	60.24% ▲ 133 vs 83	68.12% ▲ 116 vs 69	-1.19% ▼ 14.29% vs 14.46%	38.33% ▲ 4.00 vs 2.89	76.26% ▲ 2:41 vs 1:31	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%
t.co / referral	58.06% ▲ 49 vs 31	42.31% ▲ 37 vs 26	2.04% vs 0.00%	-2.30% ▼ 2.49 vs 2.55	241.03% ▲ 0:34 vs 0:10	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%
ranksonic.info / referral	35 vs 0	35 vs 0	2.86% vs 0.00%	1.97 vs 0.00	0:00 vs 0:00	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%
buttons-for-websites.com / referral	13.64% ▲ 25 vs 22	13.64% ▲ 25 vs 22	0.00% 0.00% vs 0.00%	-33.33% ▼ 2.00 vs 3.00	-97.00% ▼ 0:00 vs 0:08	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%

Top Referrals

Source	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
t.co	58.06% ▲ 49 vs 31	42.31% ▲ 37 vs 26	2.04% vs 0.00%	-2.30% ▼ 2.49 vs 2.55	241.03% ▲ 0:34 vs 0:10	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%
ranksonic.info	35 vs 0	35 vs 0	2.86% vs 0.00%	1.97 vs 0.00	0:00 vs 0:00	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%
buttons-for-websites.com	13.64% ▲ 25 vs 22	13.64% ▲ 25 vs 22	0.00% 0.00% vs 0.00%	-33.33% ▼ 2.00 vs 3.00	-97.00% ▼ 0:00 vs 0:08	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%
m.facebook.com	-26.92% ▼ 19 vs 26	-32.00% ▼ 17 vs 25	0.00% 0.00% vs 0.00%	-11.46% ▼ 2.32 vs 2.62	-81.40% ▼ 0:06 vs 0:34	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%

(continued)

Source	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
make-money-online.7make moneyonline.com	18 vs 0	18 vs 0	0.00% 0.00% vs 0.00%	2.00 vs 0.00	0:00 vs 0:00	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%

Top Landing Pages

Landing Page	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
/	11.78% ▲ 408 vs 365	24.67% ▲ 283 vs 227	-39.40% ▼ 5.15% vs 8.49%	-11.96% ▼ 5.63 vs 6.39	-23.97% ▼ 3:48 vs 5:00	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%
/top-50-xmas-tunes/	305.00% ▲ 162 vs 40	342.42% ▲ 146 vs 33	0.00% 0.00% vs 0.00%	-35.01% ▼ 2.83 vs 4.35	-86.54% ▼ 0:45 vs 5:37	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%
/christmas-song-list-cool-yule/	229.63% ▲ 89 vs 27	325.00% ▲ 85 vs 20	3.37% vs 0.00%	-19.52% ▼ 2.15 vs 2.67	-80.62% ▼ 0:08 vs 0:43	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%
/tag/playlist/	111.76% ▲ 36 vs 17	93.75% ▲ 31 vs 16	0.00% 0.00% vs 0.00%	42.53% ▲ 9.22 vs 6.47	90.18% ▲ 4:29 vs 2:21	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%
/50th-birthday-80s-tunes/	158.33% ▲ 31 vs 12	237.50% ▲ 27 vs 8	0.00% 0.00% vs 0.00%	-66.82% ▼ 2.32 vs 7.00	-79.74% ▼ 1:05 vs 5:25	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%

Top Social Network Referrals

Social Network	Sessions	Page Views	Avg. Session Duration	Pages / Session	Transactions	Revenue	Ecommerce Conversion Rate
Twitter	58.06% ▲ 49 vs 31	54.43% ▲ 122 vs 79	241.03% ▲ 0:34 vs 0:10	-2.30% ▼ 2.49 vs 2.55	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%
Facebook	-62.38% ▼ 38 vs 101	-72.75% ▼ 121 vs 444	-84.22% ▼ 0:34 vs 3:39	-27.57% ▼ 3.18 vs 4.40	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%

(continued)

Social Network	Sessions	Page Views	Avg. Session Duration	Pages / Session	Transactions	Revenue	Ecommerce Conversion Rate
Google+	-25.00% ▼ 6 vs 8	-38.46% ▼ 16 vs 26	-94.08% ▼ 0:07 vs 2:06	-17.95% ▼ 2.67 vs 3.25	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%
paper.li	300.00% ▲ 4 vs 1	1,400.00% ▲ 30 vs 2	8:47 vs 0:00	275.00% ▲ 7.50 vs 2.00	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%
Pinterest	-100.00% ▼ 0 vs 1	-100.00% ▼ 0 vs 6	-100.00% ▼ 0:00 vs 1:35	-100.00% ▼ 0.00 vs 6.00	0.00% 0 vs 0	0.00% £0.00 vs £0.00	0.00% 0.00% vs 0.00%

Top Events

No Results Found

Event Category	Total Events	Unique Events	Event Value	Avg. Value
----------------	--------------	---------------	-------------	------------

Top Campaigns

No Results Found

Campaign	Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
----------	----------	-----------	-------------	-----------------	-----------------------	--------------	---------	---------------------------