



Website Analytic Report

Benchmark Analytic figures for our industry

Average session duration: 2.00 minutes

Average session duration is the average length of a session for the user on your website.

The minimum benchmark for this is 2 minutes, anything higher than that is seen as a good duration.

Pages / Session: 2.00

This is the average number of pages viewed during a session by the user.

The minimum benchmark for this is two pages. Anything higher than 2 pages is seen to be a good average page per session.

Bounce Rate: 50%

This is the percentage of visitors that leave your site without any interaction.

For our industry the benchmark ranges from 25-55%, meaning that anything below 55% is good, 35% or below is very good and 25% or less is excellent.

All of these benchmarks help to determine whether the site has content which is useful and engaging for the user.

The higher the bounce rate, the less engaging or relevant the content.

The lower the average session or pages per session, the less engaging or relevant the content.

Main Group Domain Comparison

New site go live date: **24/04/18**

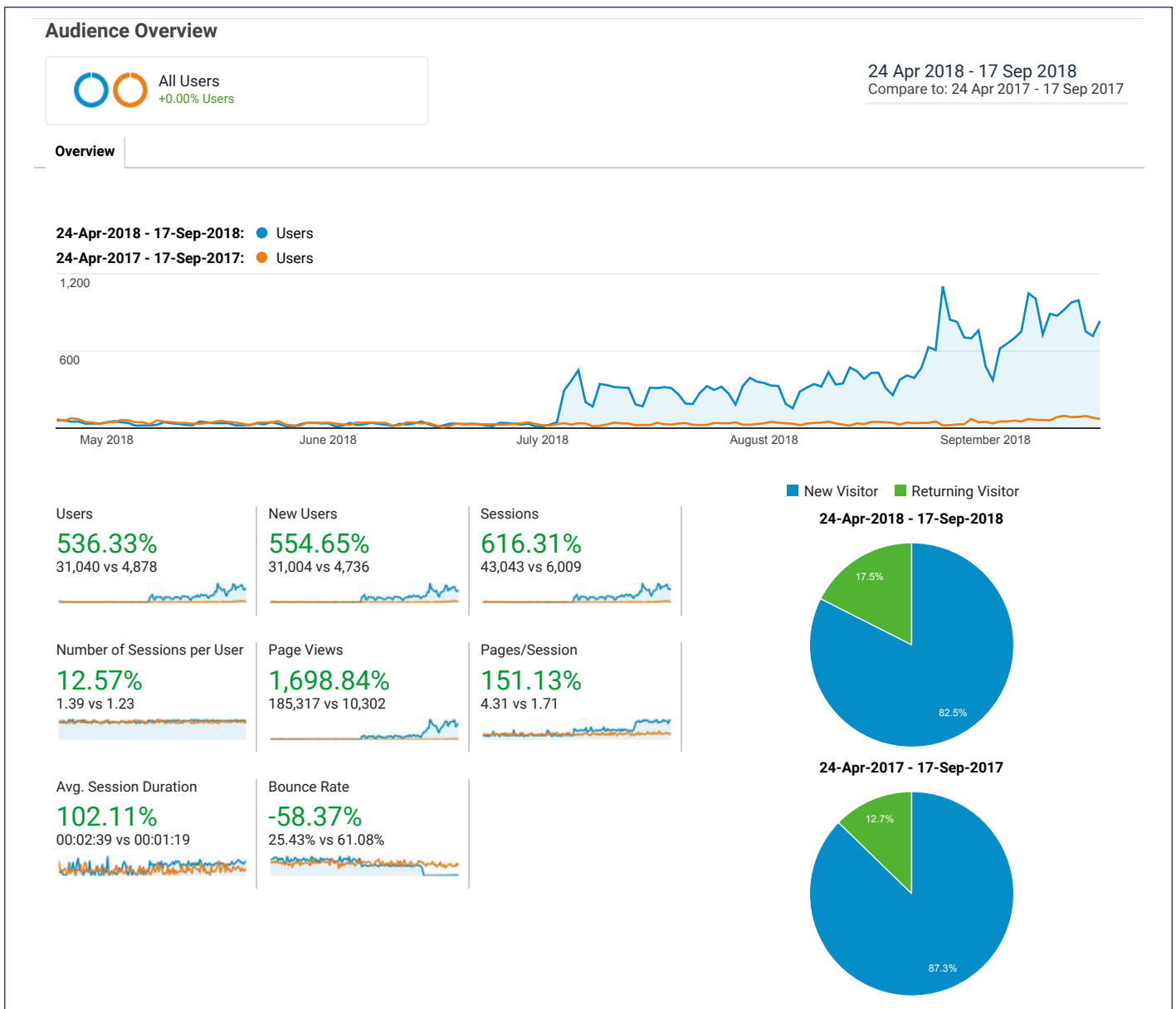
Comparing the current period from go live date to today's date with the same period for last year.

There is a **large increase in traffic** across the group domain. This is partly due to the consolidation of domain names.

Page views are up **1698%**, which is a huge increase, but some of this can again be put down to the increase of pages across the sites, as they are now under one domain.

The **average session duration** is up **102%**, suggesting that the content is now more engaging than on the previous site.

The **bounce rate** is down **-58%**, suggesting again that the content is more engaging, and users are finding the information they need more easily. The increase in percentage of returning visitors from 12.7% to **17.5%**, would also support this suggestion.



Benchmark Figures:

Avg. Session Duration: 2.00 min

Pages / Session: 2.00

Bounce Rate: 50%

UK Site Comparison

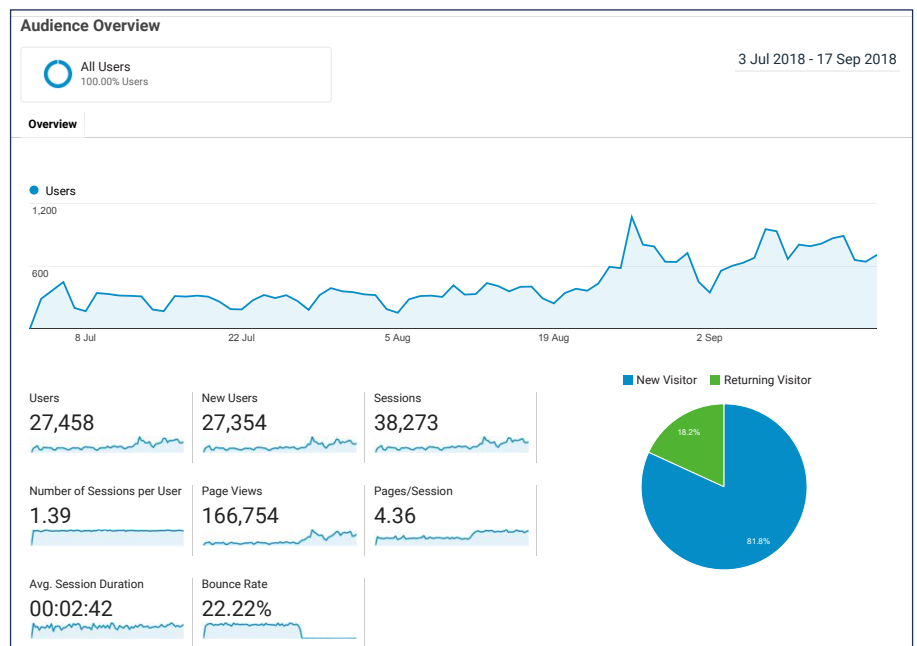
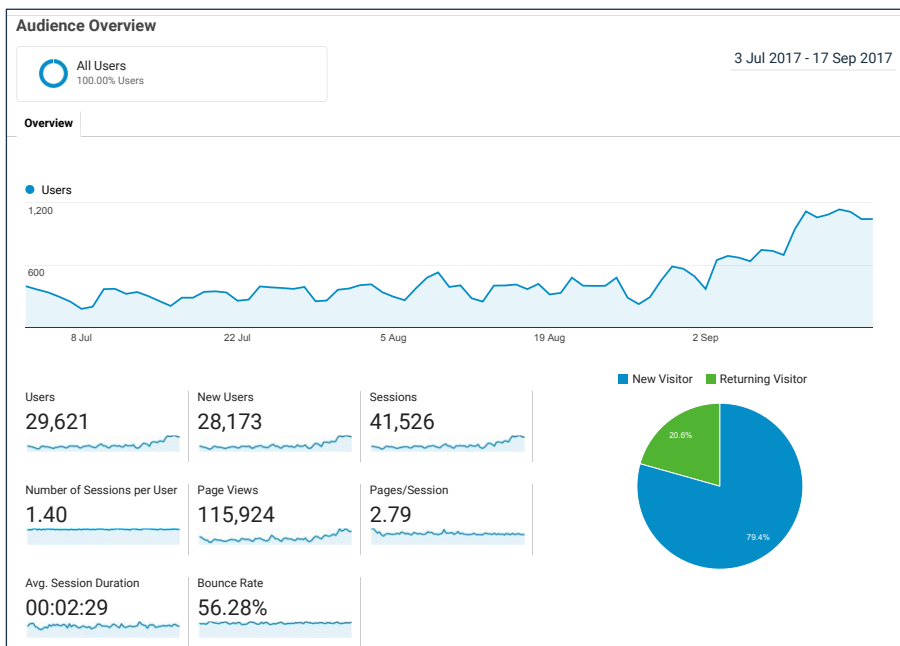
New site go live date: **03/07/18**

Comparing the current period from go live date to today's date with the same period for last year.

There is a slight decrease in traffic for this period as a whole.

Page views are up **44%**, which would suggest more engaging and relevant content, as would the increase in **average session duration**, which is up **6%** and the decrease in the bounce rate by **-61%**.

Overall, the users for the same period are slightly down **-7%**, but there are other positive factors which such as the increase in page views, average session duration and decrease in bounce rate which out weigh this slight decrease.



Benchmark Figures:

Avg. Session Duration: 2.00 min

Pages / Session: 2.00

Bounce Rate: 50%

Finland Site

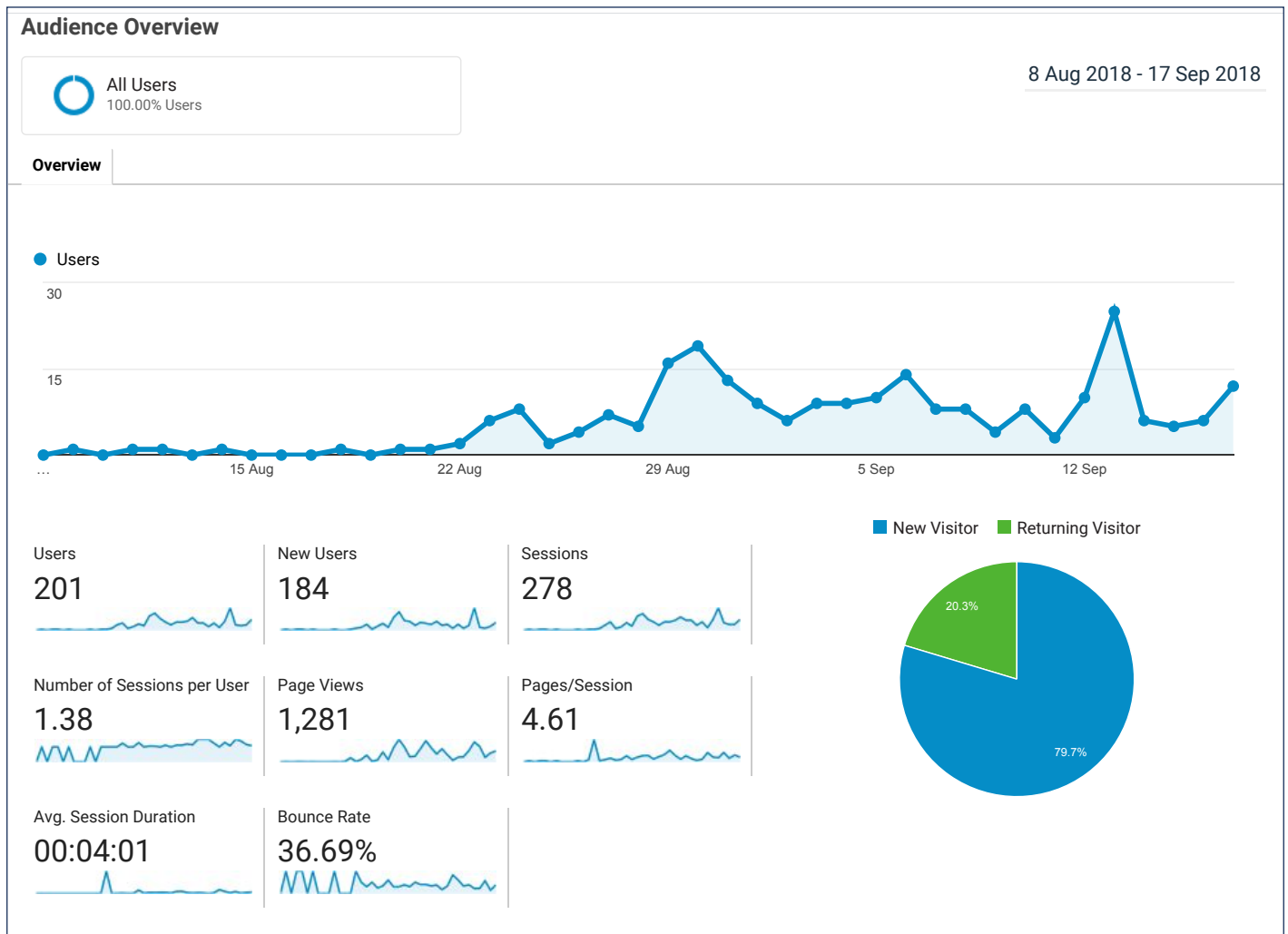
New site go live date: **08/08/18**

There is no data to compare this site against, as we didn't previously have a site for Finland.

Pages per session is **4.61** which is **very good** in comparison to the 2.00 benchmark.

The bounce rate is **36.69%** which is considered **good** in comparison to the benchmark.

The average session duration is **4.01** minutes which is **very good** when in comparison with the benchmark of 2.00 minutes.



Benchmark Figures:

Avg. Session Duration: 2.00 min

Pages / Session: 2.00

Bounce Rate: 50%

Denmark Site Comparison

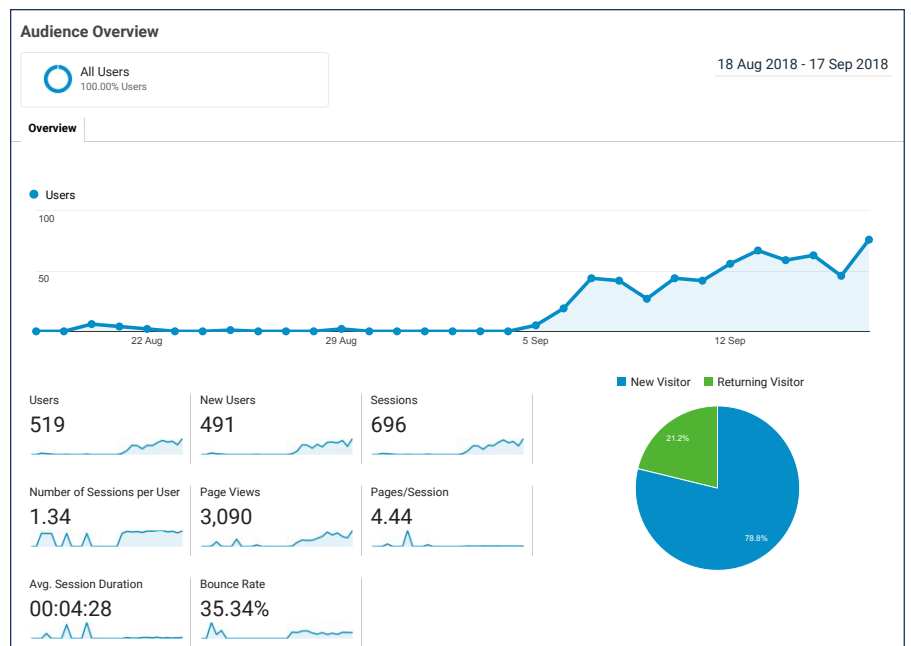
New site go live date: **19/08/18**

Comparing the current period from go live date to today's date with the same period for last year.

There is a slight decrease in traffic for this period as a whole, but the length of time the website has been live needs to be taken into consideration for this factor, we don't currently have that much data to work with.

Page views are down **14%**, which isn't ideal, but we will revisit this once we have more data (when the site has been live for a longer period of time), I would estimate that there will be an increase once the site has been live for 2-3 months.

There is an increase in **average session duration**, which is up **81%** and the bounce rate has decreased by **-20%** which are both positive factors.



Benchmark Figures:

Avg. Session Duration: 2.00 min

Pages / Session: 2.00

Bounce Rate: 50%

Sweden Site Comparison

salus-control.se vs salus-controls.com/se

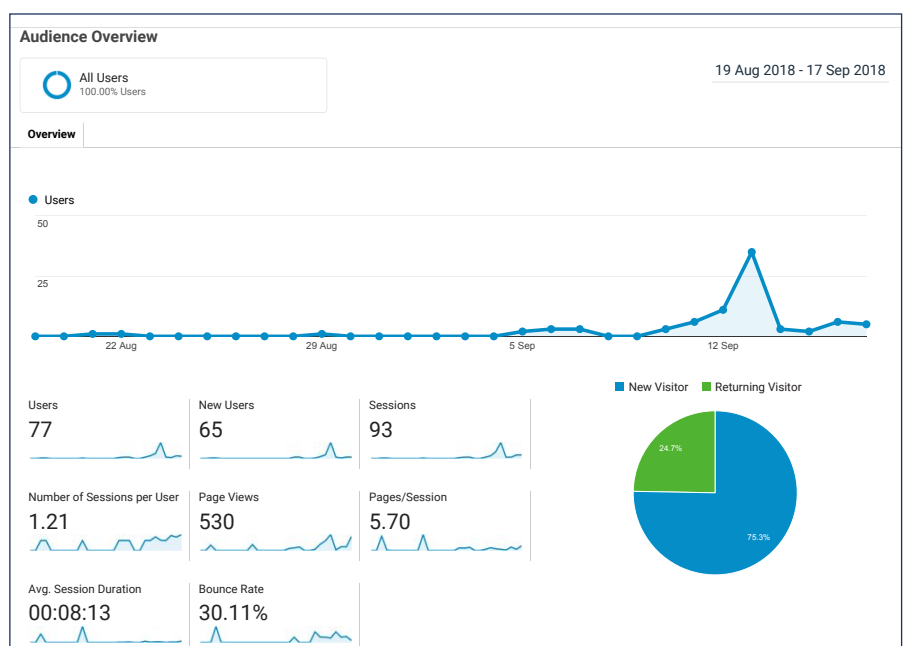
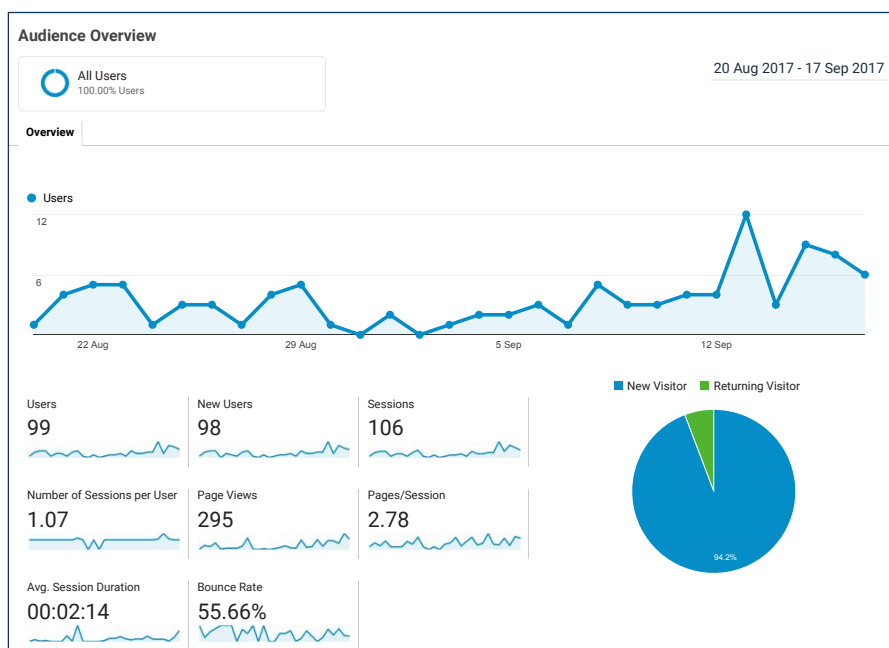
New site go live date: **20/08/18**

Comparing the current period from go live date to today's date with the same period for last year.

There is a slight decrease in traffic for this period as a whole, but the length of time the website has been live needs to be taken into consideration for this factor, we don't currently have that much data to work with.

Page views are up **80%**, which would suggest more engaging and relevant content, as would the increase in **average session duration**, which is up **280%** and the decrease in the bounce rate by **-46%**.

Overall, the users for the same period are slightly down, but there are other positive factors which such as the increase in page views, average session duration and decrease in bounce rate which out weigh this slight decrease.



Benchmark Figures: Avg. Session Duration: 2.00 min Pages / Session: 2.00 Bounce Rate: 50%

German Site

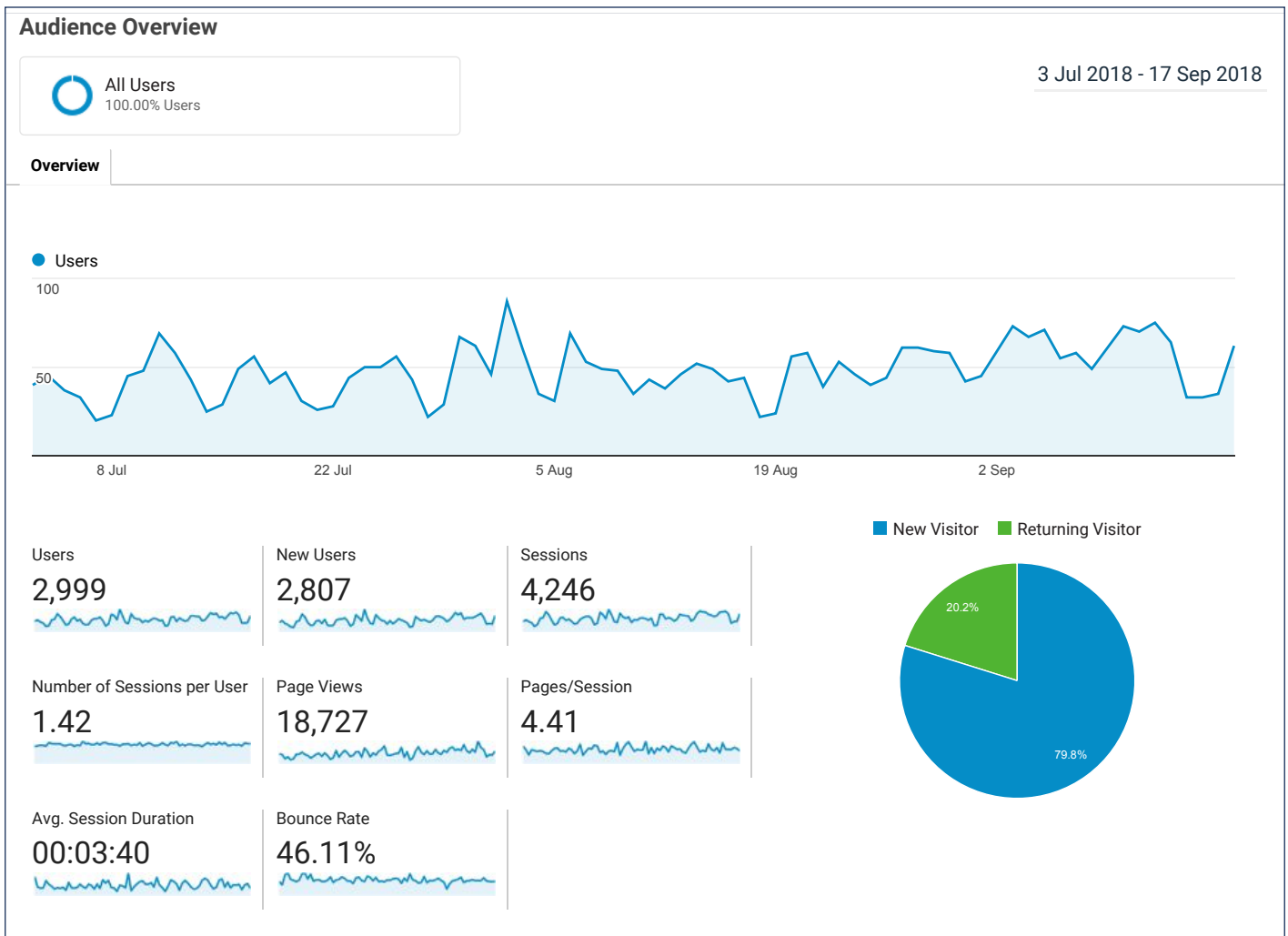
New site go live date: **N/A**

There is no data to compare this site against, as the new site is not yet live.

Pages per session is **4.41** which is **very good** in comparison to the 2.00 benchmark. We hope to improve this further with the new site.

The bounce rate is **46.11%** which is a little high in comparison to the other sites, the launch of the new site should improve this considerably.

The average session duration is **3.40** minutes which is **good** when in comparison with the benchmark of 2.00 minutes, again, we aim to improve this further with the launch of the new site.



Benchmark Figures:

Avg. Session Duration: 2.00 min

Pages / Session: 2.00

Bounce Rate: 50%

France Site

New site go live date: **N/A**

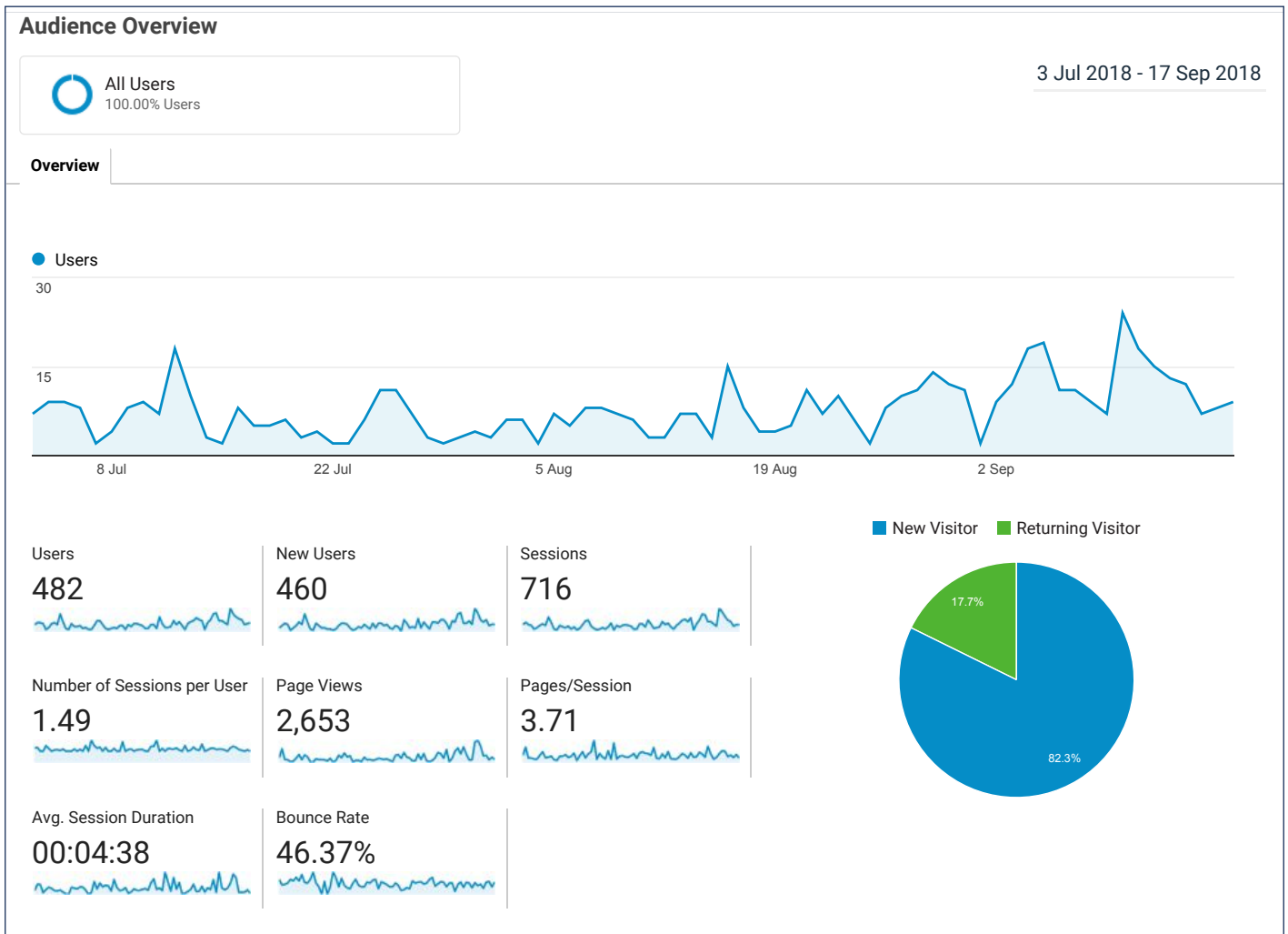
There is no data to compare this site against, as the new site is not yet live.

Pages per session is **3.71** which is **good** in comparison to the 2.00 benchmark. We aim to improve this further with the new site.

The bounce rate is **46.37%** which is a little high in comparison to the other sites, the launch of the new site should improve this considerably.

The average session duration is **4.38** minutes which is **very good** when in comparison with the benchmark of 2.00 minutes.

The total number of users for this period is very low in comparison to other regions, we will look to improve this after the launch of the new site, with the use of links in social media, more engaging content and potential email campaigns to drive traffic to the new website.



Benchmark Figures:

Avg. Session Duration: 2.00 min

Pages / Session: 2.00

Bounce Rate: 50%

Netherlands Site

New site go live date: **N/A**

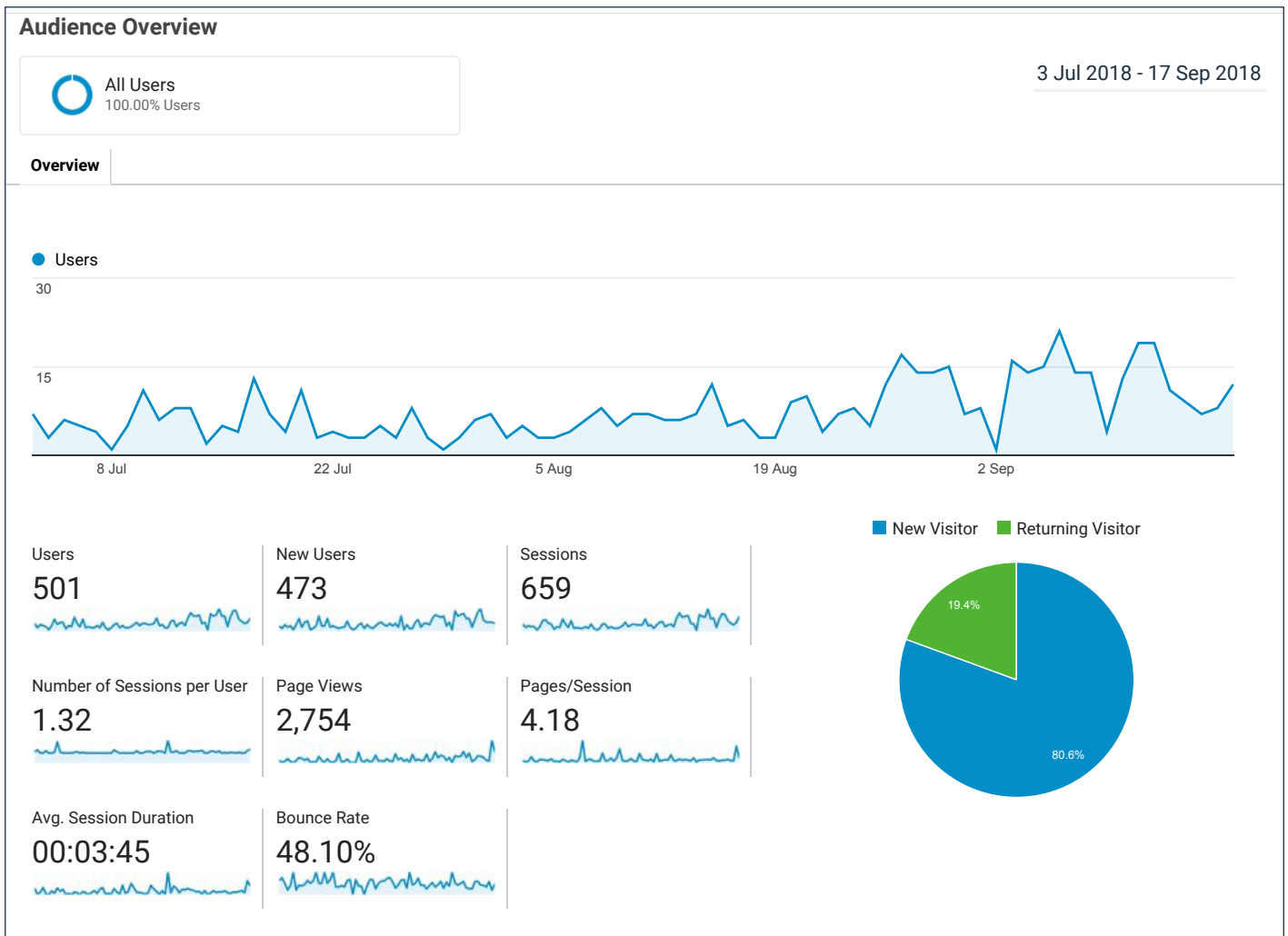
There is no data to compare this site against, as the new site is not yet live.

Pages per session is **3.45** which is **good** in comparison to the 2.00 benchmark. We aim to improve this further with the new site.

The bounce rate is **48.10%** which is a high in comparison to the other sites, the launch of the new site should improve this considerably.

The average session duration is **4.18** minutes which is **very good** when in comparison with the benchmark of 2.00 minutes.

The total number of users for this period is very low in comparison to other regions, we would like to improve this after the launch of the new site, with the use of links in social media, more engaging content and potential email campaigns to drive traffic to the new website, but currently have a lack of resource in this region to drive content.



Benchmark Figures:

Avg. Session Duration: 2.00 min

Pages / Session: 2.00

Bounce Rate: 50%

