

Sitzungen

3.753.296

↑ 24.8%

Nutzer

1.966.262

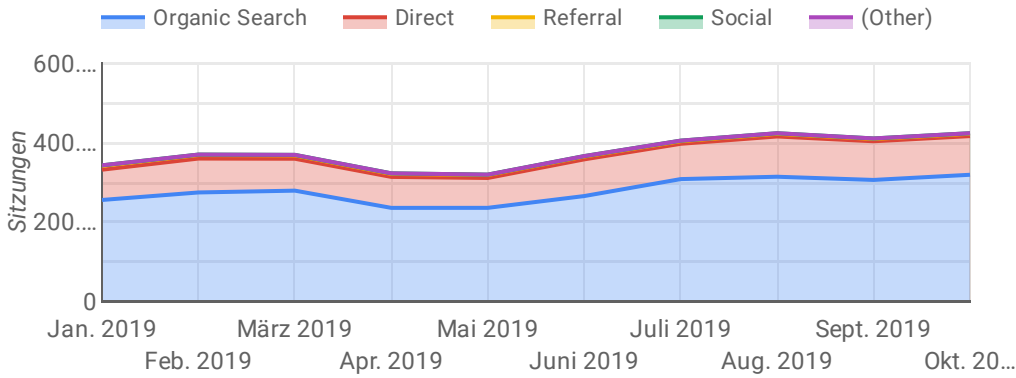
↑ 43.1%

Absprungrate

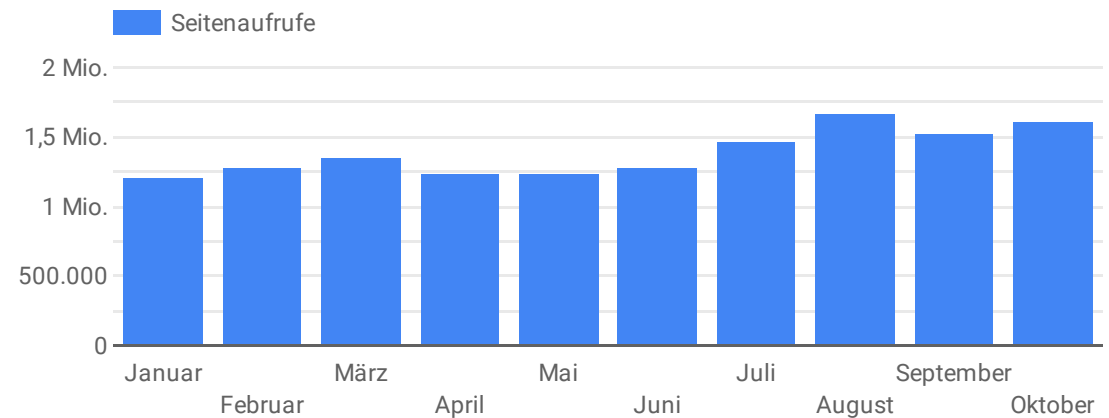
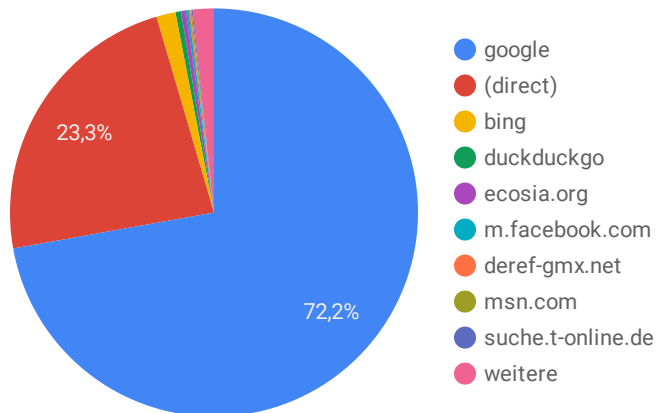
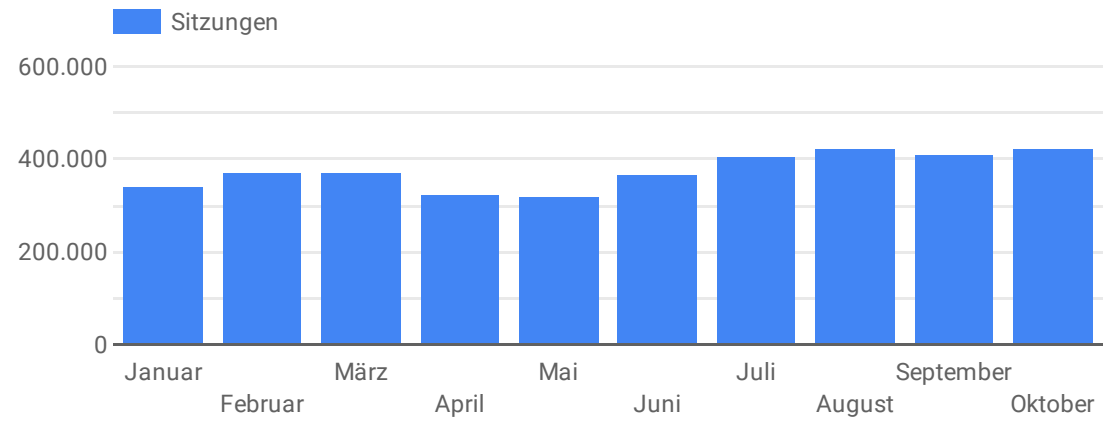
57,43 %

↑ 5.4%

Where is traffic coming from?

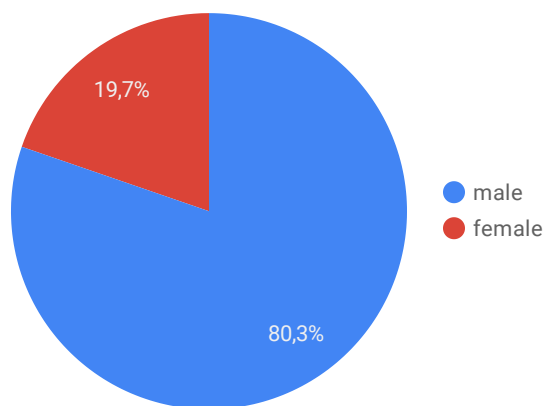


When are users most active?



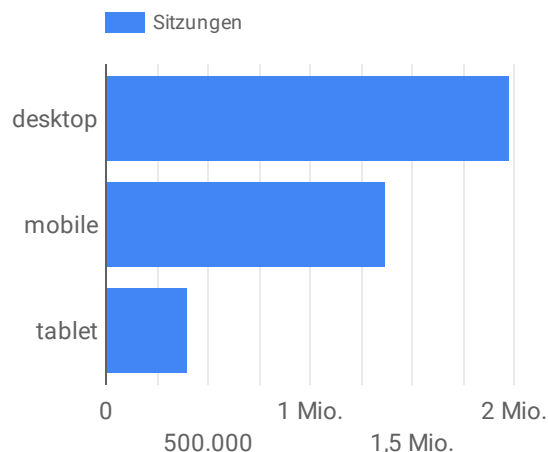
What's the "gender" split?

Let's be real, this is oversimplified



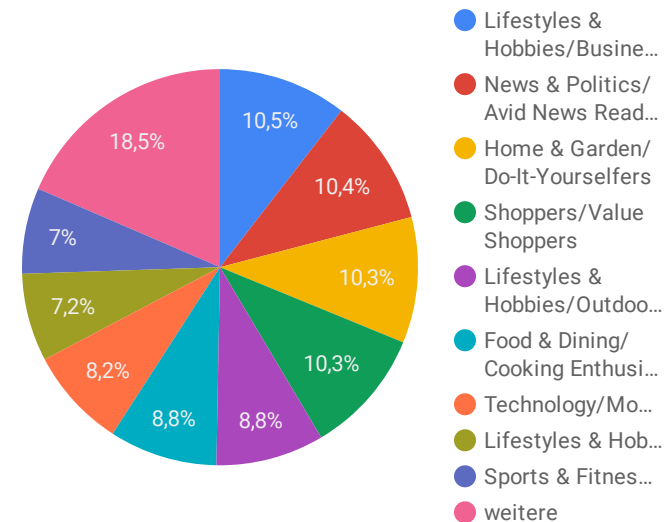
What devices are people using?

Don't forget to be mobile friendly

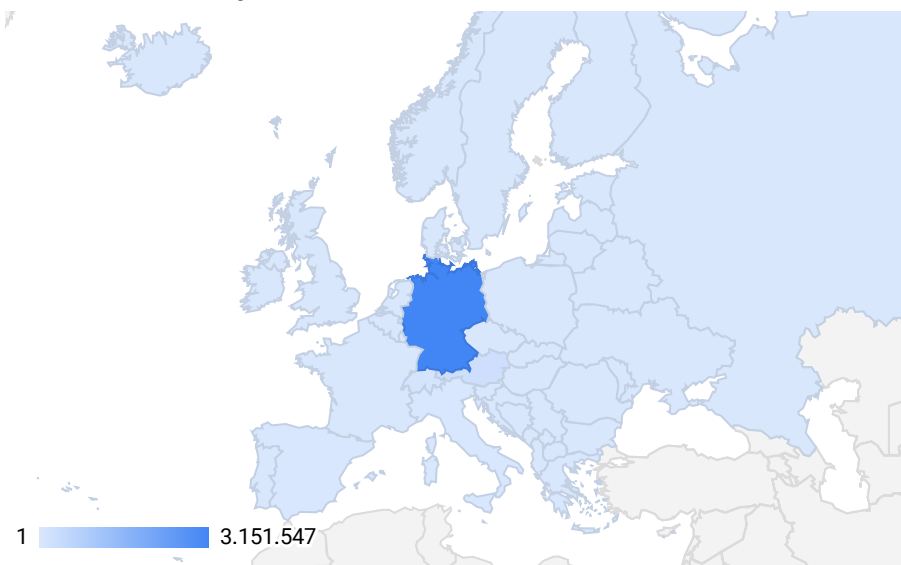


What are their interests?

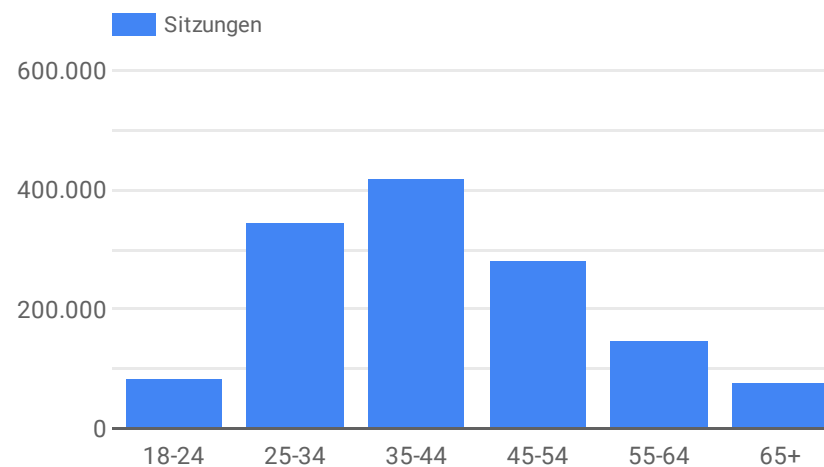
Google's best guesses



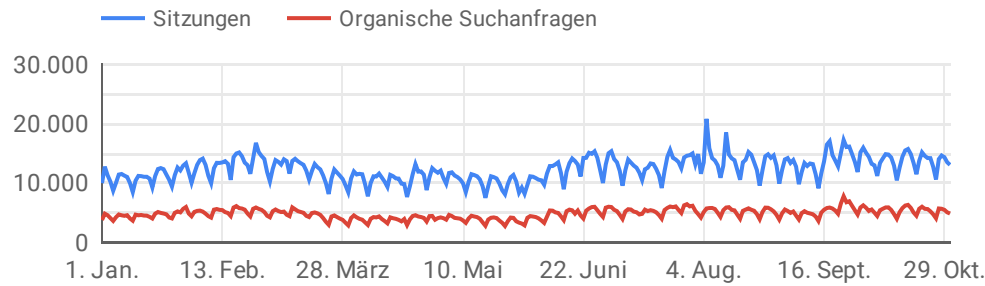
Where do they live?



How old are users?



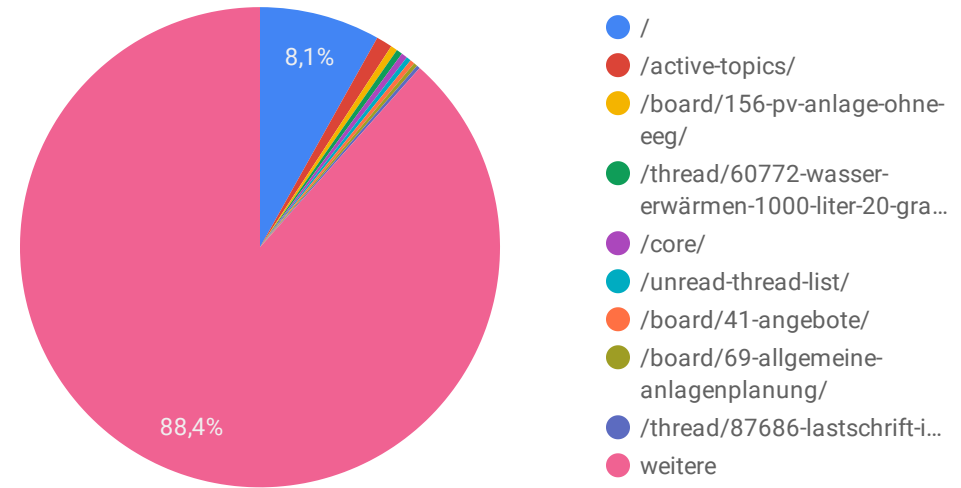
How do organic search sessions stack up against sessions from all sources?



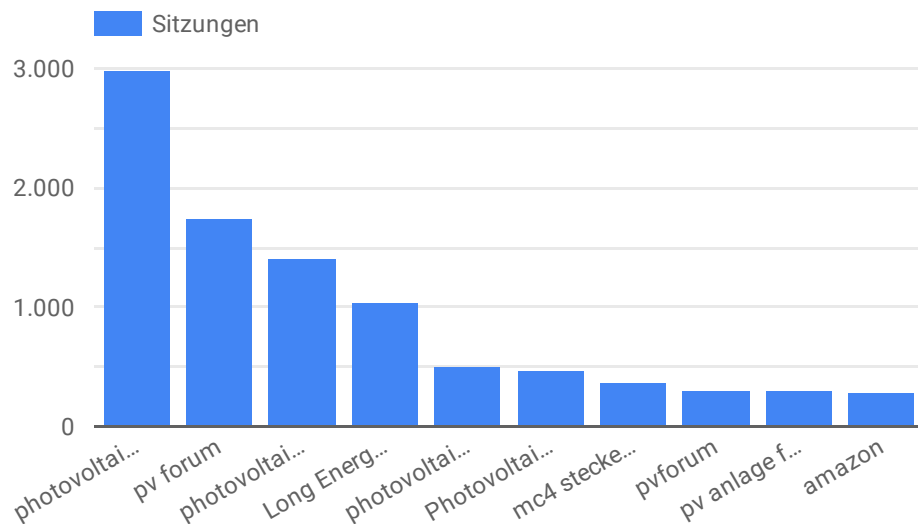
1,5 Mio.
3,8 Mio.

how many users got to your site through organic search
total sessions

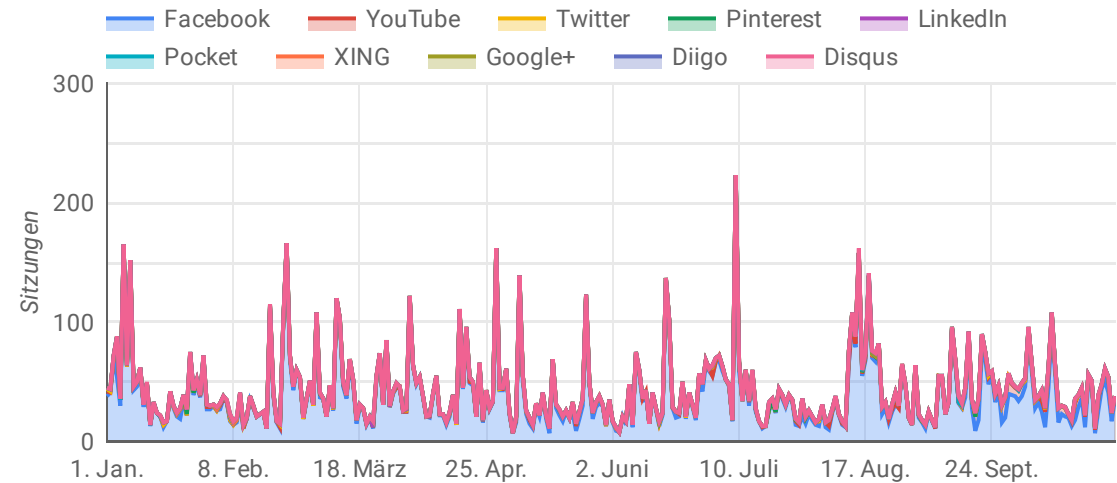
What are top organic landing pages?



Which keywords are people searching to land on your site?



Which social networks send traffic?



How is social engagement?

Durchschnittl. Sitzungsdauer

06:32

↓ -31.4%

Absprungrate

53,2 %

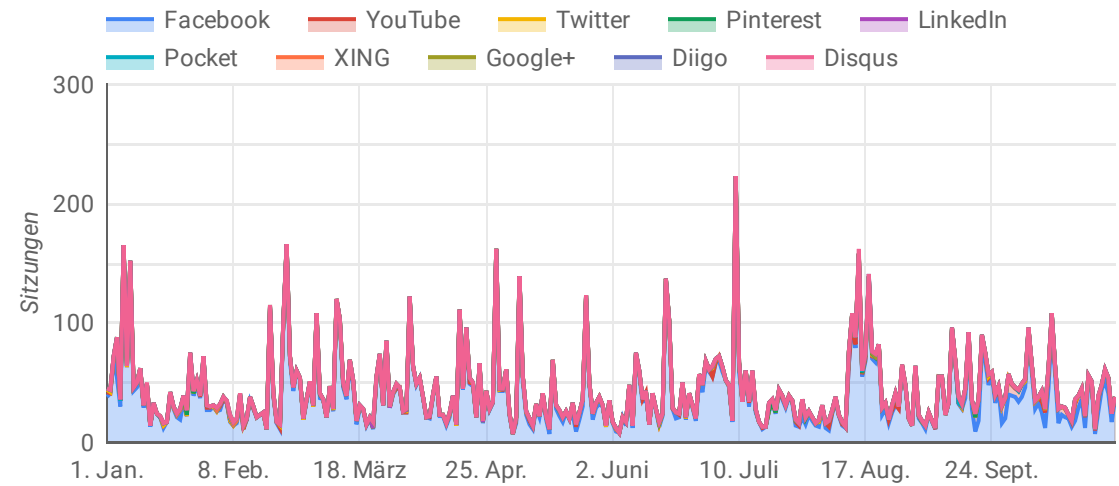
↑ 26.9%

0,1 %

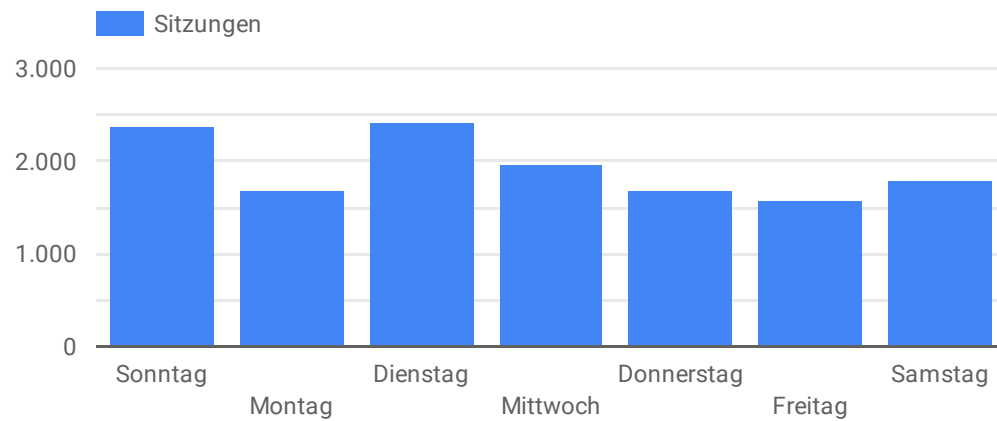
of social traffic converted

↓ -15.7%

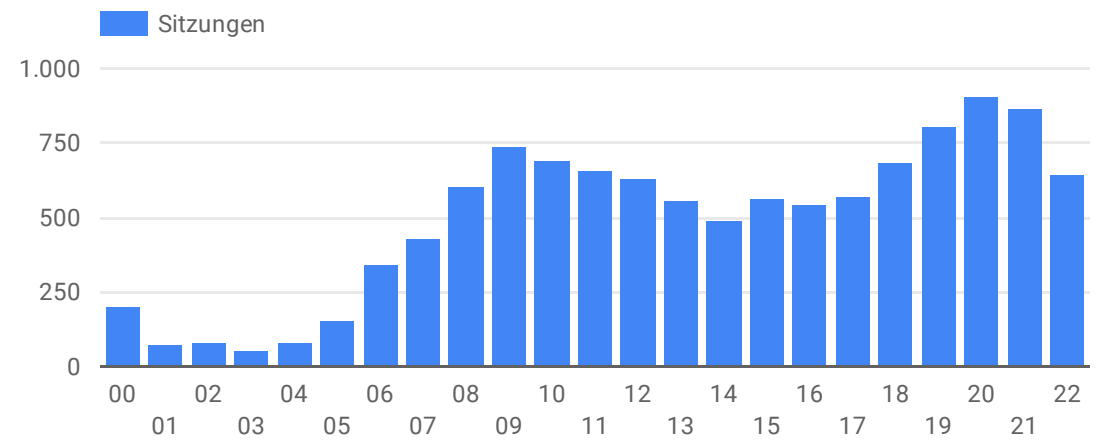
Which social networks send traffic?



Which day is most popular for social?



When are social users most active?



Bannerformate und Platzierungen

Name ▲	Mobile/Desktop	Position	Größen	TKP
Billboard	Desktop	Header	728x90, 800x250, 970x90,...	12
Billboard	Mobile	Header	300x250	12
incontent_1	Mobile + Desktop	Zwischen Forenbeiträ...	300x250, 336x280, 728x9...	15
incontent_2	Mobile + Desktop	Zwischen Forenbeiträ...	300x250, 336x280, 728x9...	15
incontent_3	Mobile + Desktop	Zwischen Forenbeiträ...	300x250, 336x280, 728x9...	12
incontent_4	Mobile + Desktop	Zwischen Forenbeiträ...	300x250, 336x280, 728x9...	12
skyscraper_1	Desktop	rechter Bereich	120x600, 160x600, 300x6...	15
skyscraper_2	Desktop	rechter Bereich (II)	120x600, 160x600, 300x6...	15