



## Site Performance Summary

Dec 1, 2018 - Dec 31, 2018

All Users  
100.00% Sessions

## Visits

**1,383**  
% of Total: 100.00% (1,383)



## Pageviews

**4,535**  
% of Total: 100.00% (4,535)



## Business Listing Pageviews

**618**  
% of Total: 13.63% (4,535)



## Average No. Pageviews Per Visit

**3.28**  
Avg for View: 3.28 (0.00%)



## Average Time on Site

**00:01:12**  
Avg for View: 00:01:12 (0.00%)



## Visits &amp; Pageviews by Source Type

| Default Channel Grouping | Sessions | Pageviews |
|--------------------------|----------|-----------|
| Organic Search           | 947      | 2,933     |
| Social                   | 179      | 476       |
| Direct                   | 172      | 711       |
| Referral                 | 85       | 415       |

## Most Viewed Pages

| Page  | Pageviews |
|---|-----------|
| /annual-events/                                     | 1,057     |
| /   | 559       |
| /our-town/janes-photo-blog/                         | 324       |
| /community/inverallan-parish-church/                | 125       |
| /listings/shops-services/ewe-me/                    | 108       |
| /listings/eatdrink/                                 | 93        |
| /community/grantown-and-vicinity-community-council/ | 80        |
| /listings/shops-services/                           | 78        |
| /listings/see-do/                                   | 73        |
| /listings/stay/                                     | 62        |

## Top Business Listings Pageviews

| Page Title   | Pageviews |
|--|-----------|
| Ewe & Me, Gift Shop in Grantown on Spey  | 66        |
| Ewe & Me, Gift Shop in Grantown on Spey   Grantown Online                        | 42        |
| The Wishing Well   Gift Shop & Post Office in Grantown on Spey                   | 30        |
| The Wishing Well   Gift Shop & Post Office in Grantown on Spey   Grantown Online | 28        |
| SeaHarvest Scotland   Seafood Wholesale in Grantown on Spey                      | 24        |
| AW Laing Ltd., Joiners & Building Contractors in Grantown on Spey                | 20        |
| The Pagoda   Event Venue in Grantown on Spey                                     | 20        |
| Grants of Speyside, Butcher in Grantown on Spey                                  | 18        |
| Elephants in the Pantry, Deli & Café in Grantown on Spey                         | 16        |
| Elephants in the Pantry, Deli & Café in Grantown on Spey   Grantown Online       | 14        |

## Business Listing Enquiries [email]

**9**  
% of Total: 0.09% (9,584)



## Total Click Throughs To Business Li...

**90**  
% of Total: 0.94% (9,584)



## Social Media Engagement

**16**  
% of Total: 0.17% (9,584)



## Top Referring Websites

| Source              | Sessions | Pageviews |
|---------------------|----------|-----------|
| m.facebook.com      | 126      | 278       |
| visitscotland.com   | 32       | 287       |
| uk-repair.com       | 20       | 31        |
| facebook.com        | 18       | 52        |
| l.facebook.com      | 13       | 60        |
| pqkkvfyhkdejncs.com | 11       | 11        |
| t.co                | 8        | 18        |
| en.m.wikipedia.org  | 7        | 30        |
| lm.facebook.com     | 6        | 34        |
| en-gb.facebook.com  | 5        | 16        |

