

The logo consists of the word "tela" in a white, italicized, sans-serif font, centered within a solid red square.

tela

Saffron Walden TIC

Tela Ltd - Google Analytics Report

// Statistics for 2022

GOOGLE ANALYTICS REPORT

The purpose of the report is to give visibility to different elements of the site's performance. Measuring key performance indicators over time will offer insights into how the site can be further developed to produce better results.

Some of the key areas Tela identifies are:

Sessions: Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website.

Users: Users who have initiated at least one session during the date range.

New users: The number of first-time users during the selected date range.

Page views: Page views means the total number of pages viewed. Repeated views of a single page are counted.

Pages per session: Pages/Session (Average Page Depth) means the average number of pages viewed during a session. Repeated views of a single page are counted.

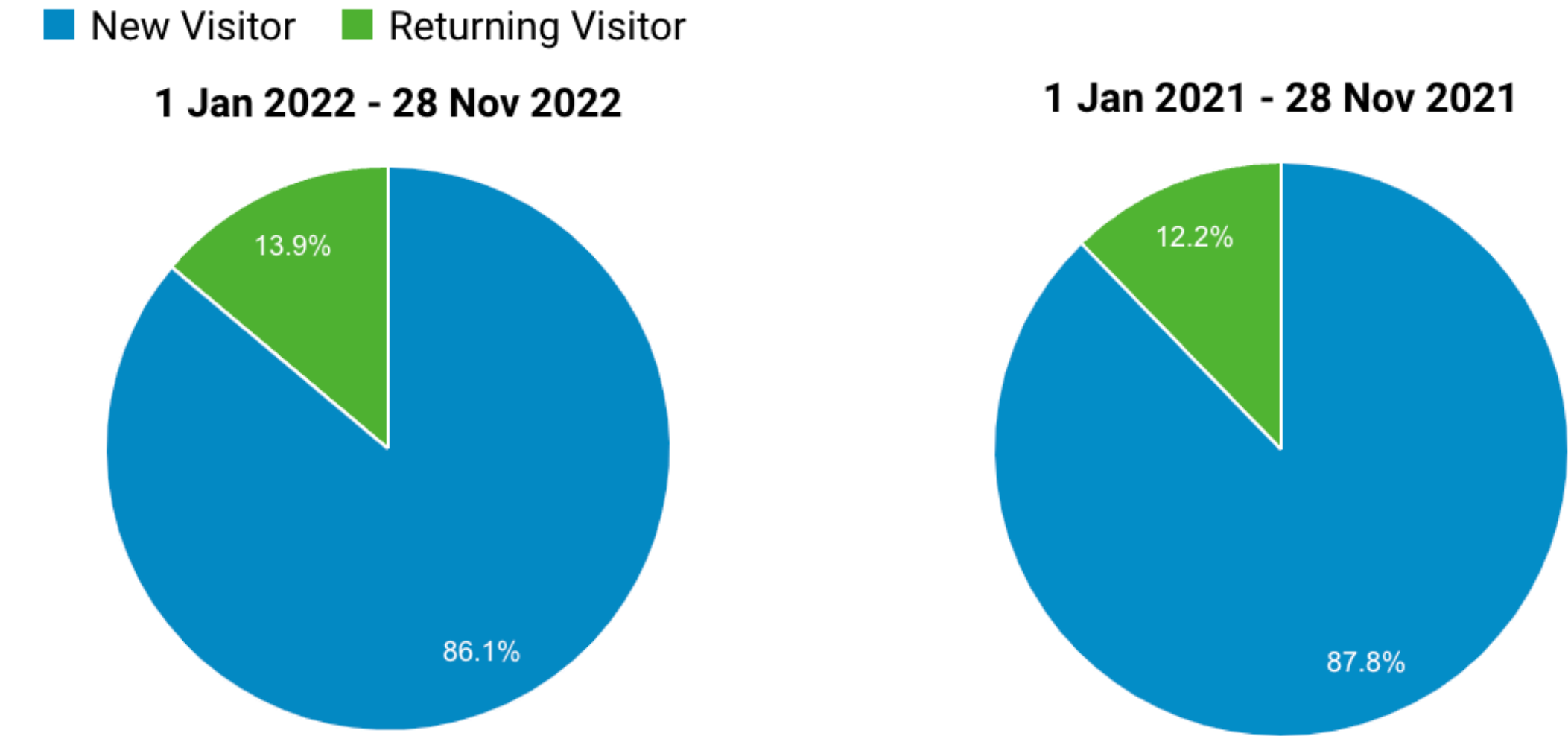
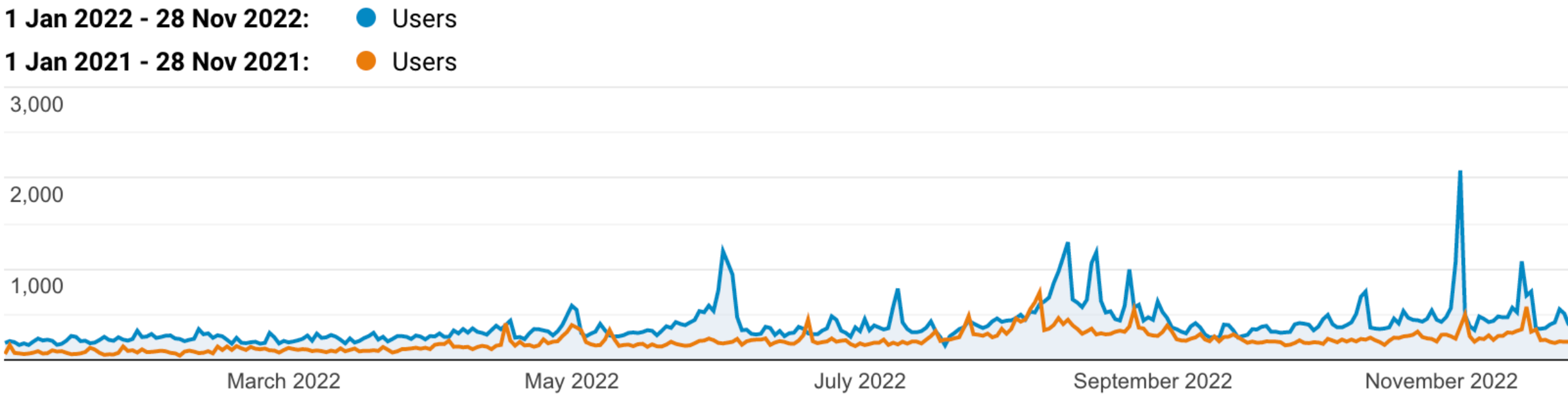
Average session duration: The average length of a Session.

Bounce rate: The percentage of single-page sessions in which there was no interaction with the page. A bounced session has a duration of 0 seconds.

% New sessions: An estimate of the percentage of first time visits.

OVERVIEW

	January - November 2022	January - November 2021	% Change
Users	110,039	58,977	86.58%
New Users	108,919	59,552	82.90%
Sessions	137,825	73,480	87.57%
Number of Sessions per user	1.25	1.25	0.53%
Page Views	270,740	179,337	50.97%
Unique Page Views	231,213	144,224	60.32%
Avg. Session Duration	00:01:21	00:01:07	21.26%
Bounce Rate	67.96%	63.67%	6.72%
%Exit	50.91%	40.97%	24.25%



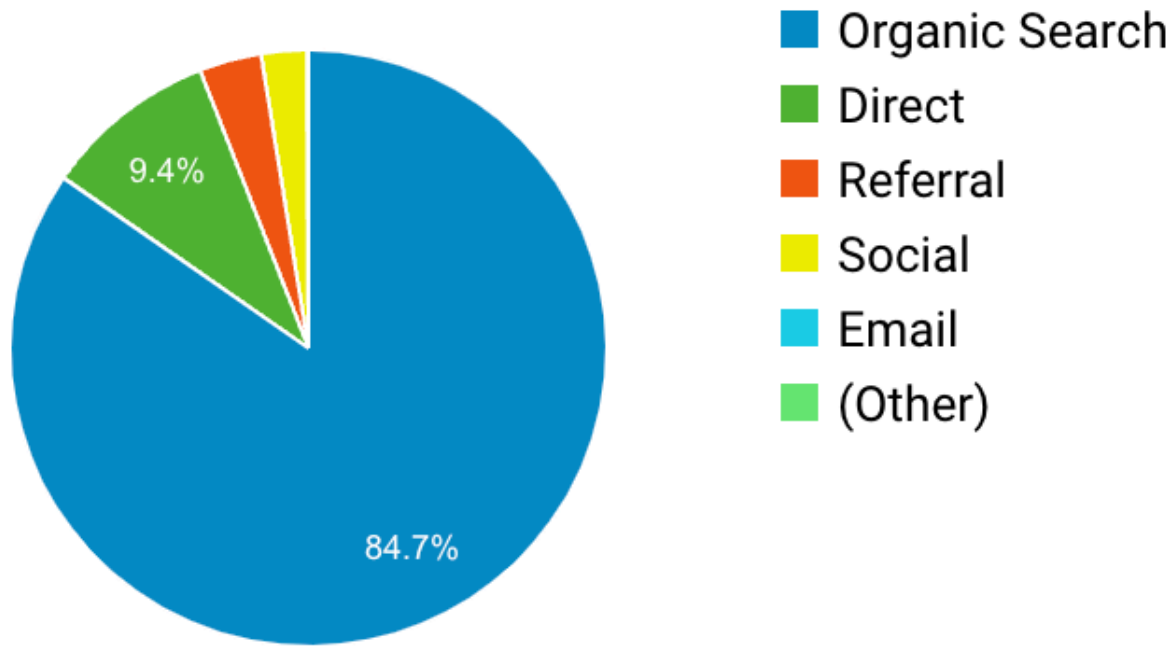
DEVICES

	January - November 2022	January - November 2021	% Change
Mobile	68,883	34,305	100.80%
Desktop	34,141	21,192	61.10%
Tablet	6,440	4,567	41.01%

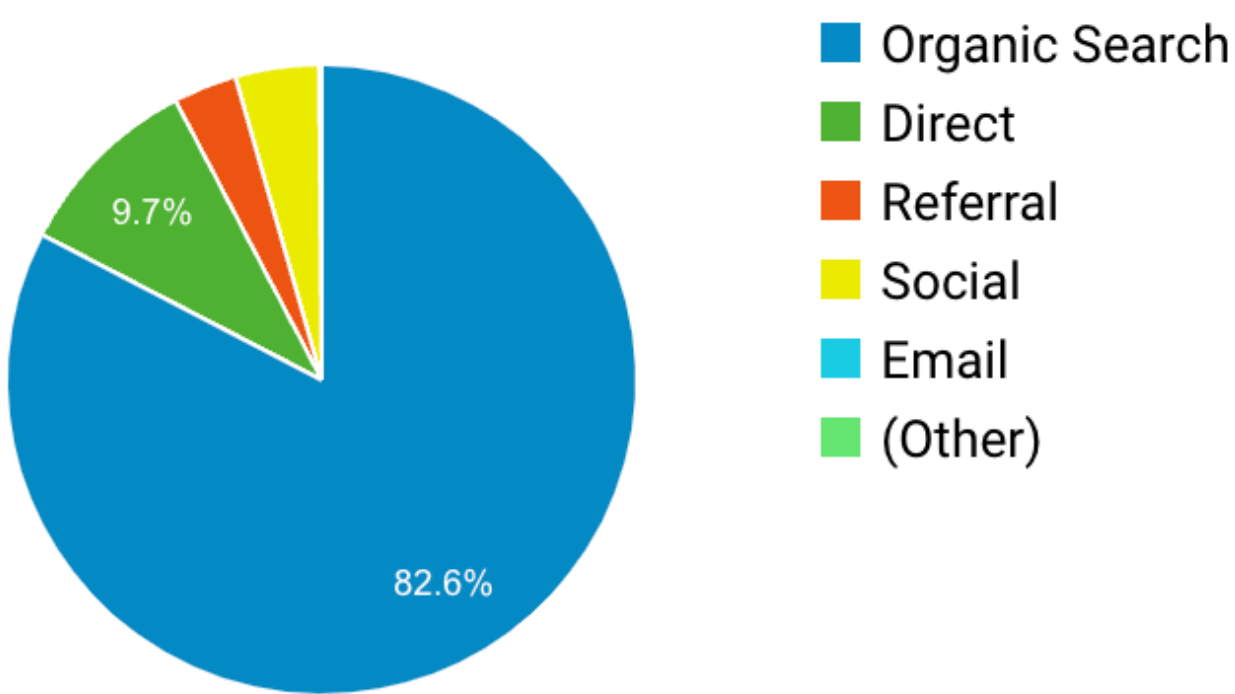
ACQUISITION

	January - November 2022	January - November 2021	% Change
Organic Search	94,100	49,950	88.39%
Direct	10,441	5,857	78.27%
Referral	3,747	1,969	90.30%
Social	2,740	2,594	5.63%
Email	93	84	10.71%
(Other)	3	-	100%

1 Jan 2022 - 28 Nov 2022



1 Jan 2021 - 28 Nov 2021



SOCIAL

	January - November 2022	January - November 2021	% Change
Facebook	2,250	2,179	3.26%
Trpadvisor	252	78	223.08%
Twitter	176	300	-41.33%
Instagram	47	25	88%
Linkedin	2	15	-86.67%
Pinterest	2	2	0%

TOP PERFORMING PAGES

Below is a list of the top 10 performing news posts for the website for 2022

	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
/	31,249	26,163	00:00:56	24,515	41.26%	40.84%
/2020/03/bridge-end-garden/	11,127	9,340	00:02:42	7,777	73.87%	66.99%
/saffron-walden-market/	10,781	9,220	00:02:31	7,655	75.98%	69.22%
/what-to-do/	10,558	9,280	00:01:11	3,793	53.78%	38.81%
/events/	6,713	5,692	00:01:03	623	62.76%	28.81%
/2022/04/2022-heritage-live-concerts-at-audley-	5,898	5,166	00:02:17	4,874	82.75%	78.99%
/event/saffron-walden-round-table-firework-	5,644	4,653	00:02:47	4,578	82.18%	80.83%
/shop/	4,804	3,664	00:00:35	950	46.00%	26.06%
/parking-in-saffron-walden/	4,751	4,231	00:03:27	3,498	83.19%	77.73%
/platinum-jubilee-celebrations/	4,675	4,059	00:01:58	3,352	74.19%	66.76%

Please review the full list of top performing pages and comparison from 2022 vs 2021 here:

<https://docs.google.com/spreadsheets/d/15sEYrTiP6P-oWJlWzds0ZAmKY66xyuWE0K9nbt62H1Y/edit?usp=sharing>