

## Website Analytics April 2024

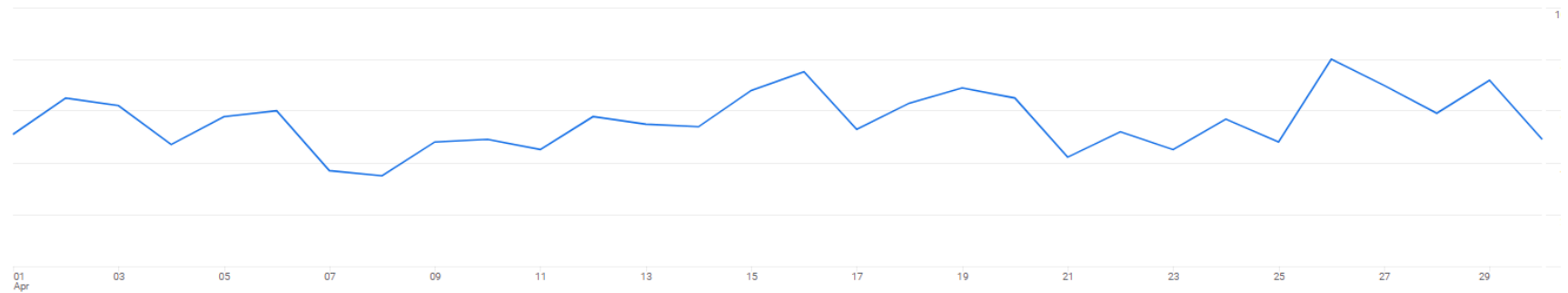
To: Lake Orion DDA Board of Directors  
From: Matthew Gibb, Executive Director

View our website at: [www.downtownlakeorion.org](http://www.downtownlakeorion.org)

### Audience:

- 1,968 Sessions
- 1,559 New Users

Users by Audience name over time



Audience name	Users	New users	Sessions	Views per session	Average session duration	Total revenue
	1,608 100% of total	1,559 100% of total	1,968 100% of total	1.67 Avg 0%	2m 03s Avg 0%	\$0.00

## New Users:

First user prim...Channel Group) ▾		+ <u>↓ New users</u>	<u>Engaged sessions</u>	<u>Engagement rate</u>
		<b>1,559</b> 100% of total	<b>1,071</b> 100% of total	<b>54.42%</b> Avg 0%
1	Organic Search	1,227	895	57.59%
2	Direct	269	149	42.57%
3	Referral	42	22	48.89%
4	Organic Social	21	8	38.1%

## Page Views:

Page path and screen class		+ <u>↓ Views</u>	<u>Users</u>
		<b>3,294</b> 100% of total	<b>1,608</b> 100% of total
1	/	471	333
2	/downtown-lake-orion-events/	272	187
3	/events/	174	155
4	/business-directory/	168	91
5	/9129-2/	153	91
6	/area-attractions/on-the-water/	94	64
7	/events/flower-fair/	75	64
8	/historic-lake-orion/	72	51
9	/dda-staff/	62	54
10	/lake-orion-social-district/	53	38