

Website Analytics March 2024

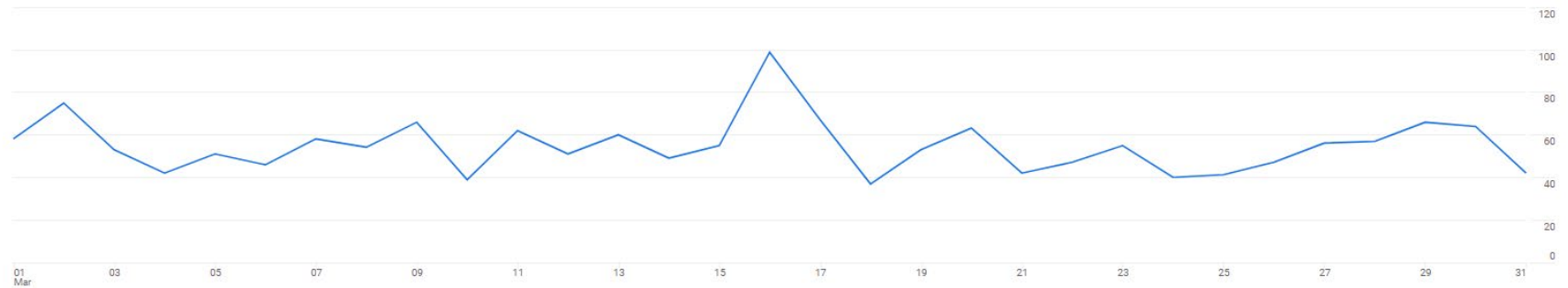
To: Lake Orion DDA Board of Directors
From: Matthew Gibb, Executive Director

View our website at: www.downtownlakeorion.org

Audience:

- 1,973 Sessions
- 1,559 New Users

Users by Audience name over time



Q Search...

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Audience name	↓ Users	New users	Sessions	Views per session	Average session duration	Total revenue
	1,623 100% of total	1,559 100% of total	1,973 100% of total	1.57 Avg 0%	1m 53s Avg 0%	\$0.00

New Users:

First user prim...Channel Group) ▾ +		↓ New users	Engaged sessions	Engagement rate
		1,559 100% of total	1,069 100% of total	54.18% Avg 0%
1	Organic Search	1,246	902	57.67%
2	Direct	263	133	38.55%
3	Referral	33	22	57.89%
4	Organic Social	16	11	55%
5	Email	1	1	100%

Page Views:

Page path and screen class ▾ +		↓ Views
		3,105 100% of total
1	/	465
2	/9129-2/	242
3	/downtown-lake-orion-events/	213
4	/events/	156
5	/business-directory/	151
6	/events/childrens-easter-egg-hunt/	107
7	/area-attractions/on-the-water/	80
8	/events/flower-fair/	76
9	/about/	56
10	/dda-staff/	54