



Page path level 1

Page path level 2

Page path level 3

### Overview

Unique Pageviews  
**7,419**

Sessions  
**5,493**

Users  
**3,239**

New Users  
**3,081**

Avg. Time on Page  
**00:01:51**

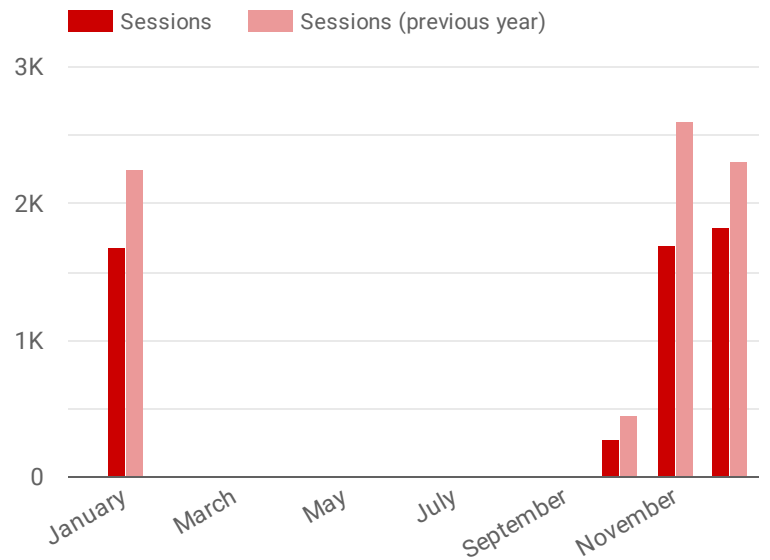
Bounce Rate  
**70.42%**



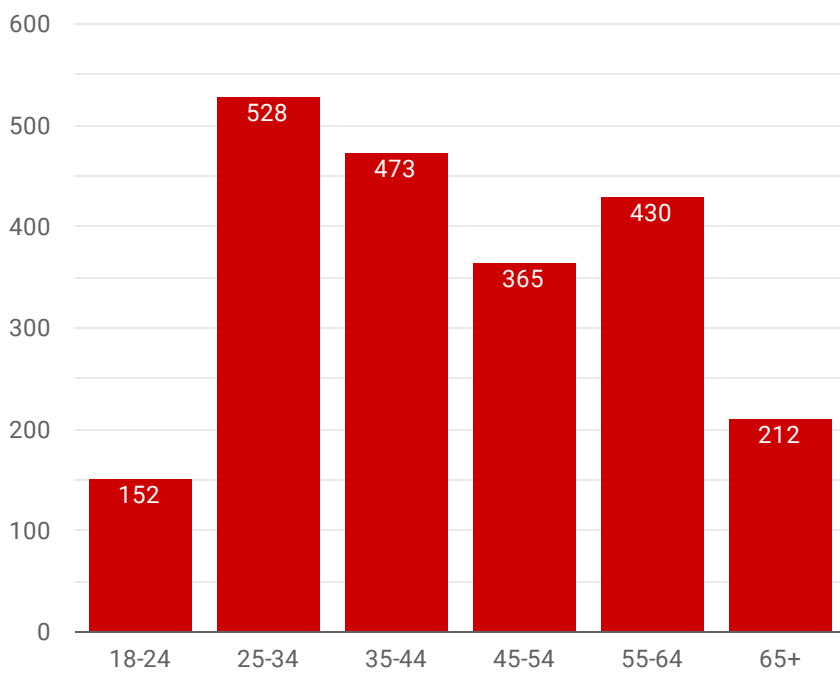
### How are top pages and traffic trending?

Page Title	Unique Pageviews	% Δ
1. NC Region of Narcoti...	1,152	-22.0% ↓
2. Map Search – Find a...	782	-28.6% ↓
3. Greater Sandhills Ar...	637	-18.2% ↓
4. Crossroads Area – N...	637	-11.2% ↓
5. Southern Piedmont ...	576	13.8% ↑
6. Down East Area – N...	546	106.0% ↑
7. Upcoming Events – ...	477	5.5% ↑
8. NC Area Main Page ...	446	-60.1% ↓
9. Meetings in North Ca...	357	-
10. NC Mountain Area – ...	211	-45.9% ↓

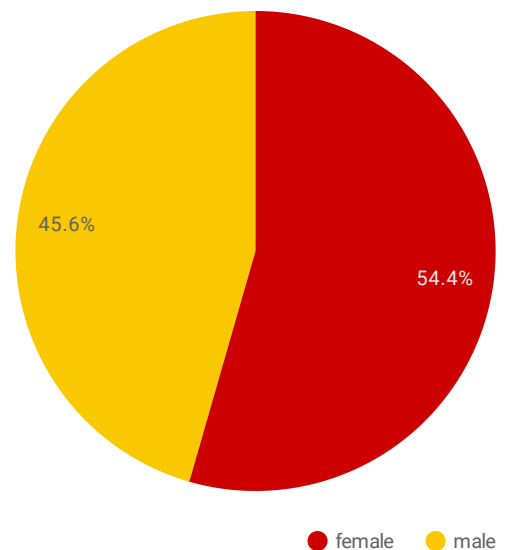
1 - 10 / 75 < >



### Who are our users?



Demographic Category



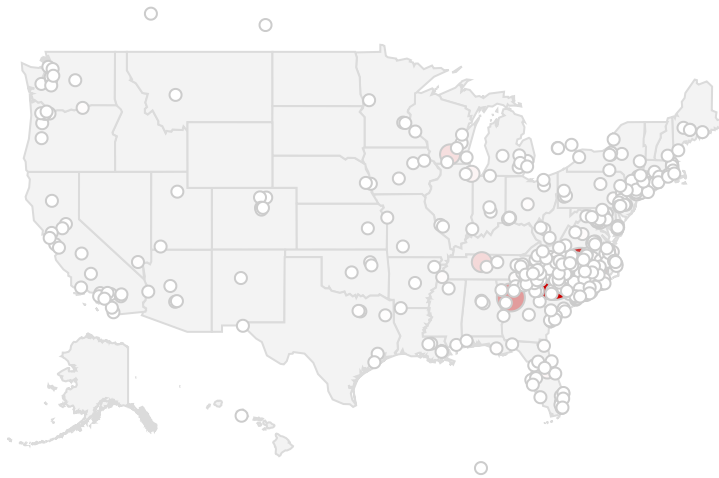
● female ● male

## What geographic location are our users from?



Analytics  
All Web Site Data

Oct 27, 2019 - Jan 25, 2020

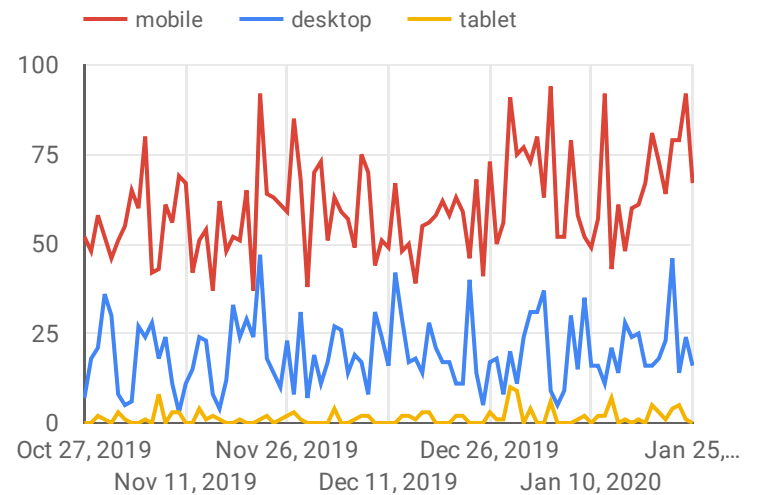
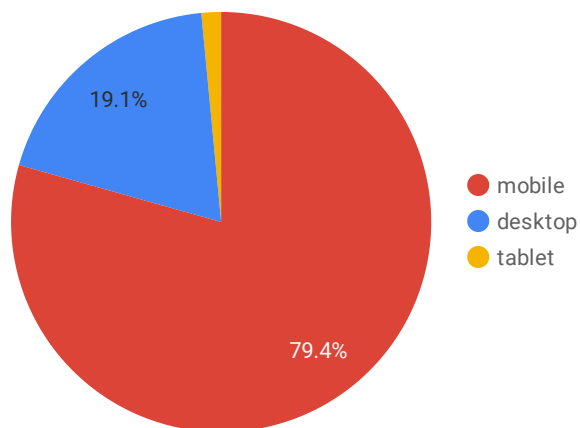


1 916

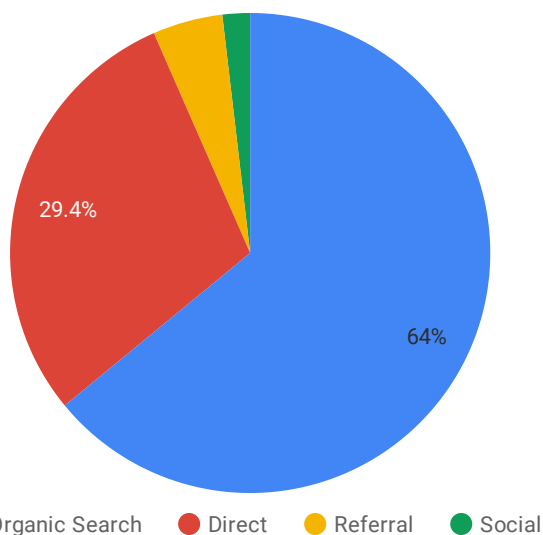
	City	Sessions
1.	Charlotte	916
2.	Raleigh	619
3.	Atlanta	258
4.	Greenville	182
5.	Greensboro	178
6.	Fayetteville	155
7.	Durham	146
8.	Asheboro	130
9.	Randleman	113
10.	Clayton	111

1 - 10 / 524 < >

## What devices do our users use?



## How are our users getting to our site?



	Default Channel G...	Users	New Users	Sessions
1.	Organic Search	2,188	2,019	3,518
2.	Direct	870	847	1,614
3.	Referral	170	134	259
4.	Social	84	83	102

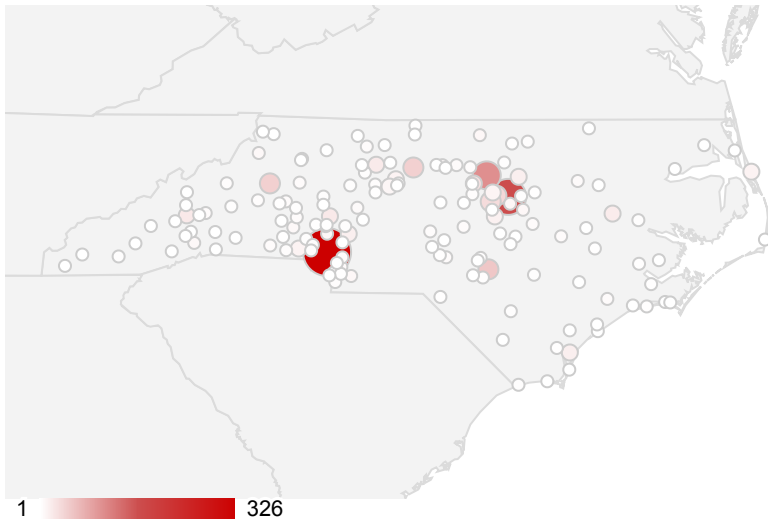
1 - 4 / 4 < >

## What areas of North Carolina are our users from?



Default Date  
Click to select your date

Oct 27, 2019 - Jan 25, 2020



	City	Sessions
1.	Charlotte	326
2.	Raleigh	167
3.	Durham	104
4.	Fayetteville	52
5.	Lenoir	44
6.	Greensboro	44
7.	Cary	37
8.	Apex	33
9.	Chapel Hill	28
10.	Mooresville	21

1 - 10 / 155 < >

## What are our top referral sources?

## What are our top landing pages?

	De Source	Users
1.	Ref mall.googleplex.com	11,181
2.	Ref analytics.google.com	6,915
3.	Ref google.com	1,267
4.	Ref support.google.com	449
5.	Ref qiita.com	311
6.	Ref blog.golang.org	165
7.	Ref mail.google.com	128
8.	Ref baidu.com	94
9.	Ref m.clien.net	79
10.	Ref clien.net	65

1 - 10 / 108 < >

	Landing Page	Unique Pageviews
1.	/home	338,021
2.	/google+redesign/shop+by+brand/y...	34,488
3.	/google+redesign/apparel/mens/me...	26,472
4.	/google+redesign/apparel	25,127
5.	/store.html	23,646
6.	/google+redesign/apparel/mens	15,734
7.	/google+redesign/new	12,231
8.	/basket.html	11,281
9.	/signin.html	10,144
10.	/google+redesign/accessories/googl...	6,418

1 - 10 / 613 < >

■ Sessions ■ Sessions (previous year)

