

# Parc Felindre – Website Analytics Report

Report period: 1 to 30 November 2020

## Historic Traffic Summary

	Nov 2019	Dec 2019	Jan 2020	Feb 2020	Mar 2020	Apr 2020	May 2020	Jun 2020	Jul 2020	Aug 2020	Sep 2020	Oct 2020	Nov 2020
Total No. of visits	178	219	175	114	111	66	96	97	127	142	142	137	132
No. of unique visitors	164	194	151	86	100	61	93	87	108	134	130	129	117
No. of new visitors	161	190	143	81	94	60	91	84	105	133	127	125	112
No. of page views	481	484	499	333	220	135	267	237	277	242	380	297	398
Pages viewed per session	2.70	2.21	2.85	2.92	1.98	2.05	2.78	2.44	2.18	1.70	2.68	2.17	3.02
Bounce rate %	54.49	66.67	58.86	64.91	69.37	66.67	59.38	65.98	66.93	78.17	66.90	69.34	72.73

## Traffic Overview (November)



## Traffic Types (where visitors comes from)

1.	Organic Search	72	61.54%
2.	Direct	42	35.90%
3.	Social	3	2.56%

## Technology (what type of device people are using to view your site)

1.	desktop	66	56.41%
2.	mobile	42	35.90%
3.	tablet	9	7.69%

## New vs Returning Visitors

1.	New Visitor	112	88.89%
2.	Returning Visitor	14	11.11%

## Page Popularity (top 25 most viewed pages)

1.	/en/home	77	19.35%
2.	/en/site-plan	71	17.84%
3.	/en/news/parc-felindre-secures-distribution-giant-dpd-its-first-occupier	51	12.81%
4.	/en/news/11-inspirational-dylan-thomas-quotes-celebrate-swansea-poet-dylanday 21	21	5.28%
5.	/en/about/location-map	16	4.02%
6.	/en/about/the-ideal-location	14	3.52%
7.	/en/contact	13	3.27%
8.	/en/about/support-for-occupiers	10	2.51%
9.	/en/about/planning	9	2.26%
10.	/en/site-plan/plot-11	8	2.01%
11.	/en/site-plan/plot-5	8	2.01%
12.	/en/news	7	1.76%
13.	/en/news/christmas-coming-and-celebrations-are-building	7	1.76%
14.	/en/site-plan/plot-1	7	1.76%
15.	/en/site-plan/plot-4	7	1.76%
16.	/login	6	1.51%
17.	/en/news/dpd-are-building-big-parc-felindre-fulfil-increased-demand-services	5	1.26%
18.	/en/site-plan/plot-3	5	1.26%
19.	/en/about/environment	4	1.01%
20.	/en/culture/swansea-bay-life	4	1.01%
21.	/en/news/swansea-bay-city-regions-500m-internet-coast-vision	4	1.01%
22.	/en/about/downloads	3	0.75%
23.	/en/site-plan/plot-10	3	0.75%
24.	/en/site-plan/plot-12	3	0.75%
25.	/en/site-plan/plot-2	3	0.75%

## Search Queries (top 25 searches that found your site)

1.	dpd swansea	73	29.20%
2.	dylan thomas quotes	28	11.20%
3.	dpd felindre swansea	18	7.20%
4.	business growth swansea	16	6.40%
5.	m4 corridor map	10	4.00%
6.	parc felindre swansea	9	3.60%
7.	dpd felindre	7	2.80%
8.	dylan thomas swansea quote	6	2.40%
9.	dpd	4	1.60%
10.	dpd drop off swansea	4	1.60%
11.	felindre swansea	4	1.60%
12.	map of m4 corridor	4	1.60%
13.	parc felindre	4	1.60%
14.	under milk wood quotes	4	1.60%
15.	dylan thomas	3	1.20%
16.	dylan thomas quote	3	1.20%
17.	dylan thomas quotes about wales	3	1.20%
18.	dylan thomas quotes on life	3	1.20%
19.	dpd parc	2	0.80%
20.	dylan thomas swansea	2	0.80%

21.	felindre park and ride	2	0.80%
22.	gower ornithological society	2	0.80%
23.	gradintel swansea	2	0.80%
24.	swansea dpd	2	0.80%
25.	500m broadband	1	0.40%

### Top Referring Sites (top 25 website which have linked to your site)

1.	m.facebook.com	2	66.67%
2.	facebook.com	1	33.33%