Traffic report

example-shop.test · October 2026 · example data

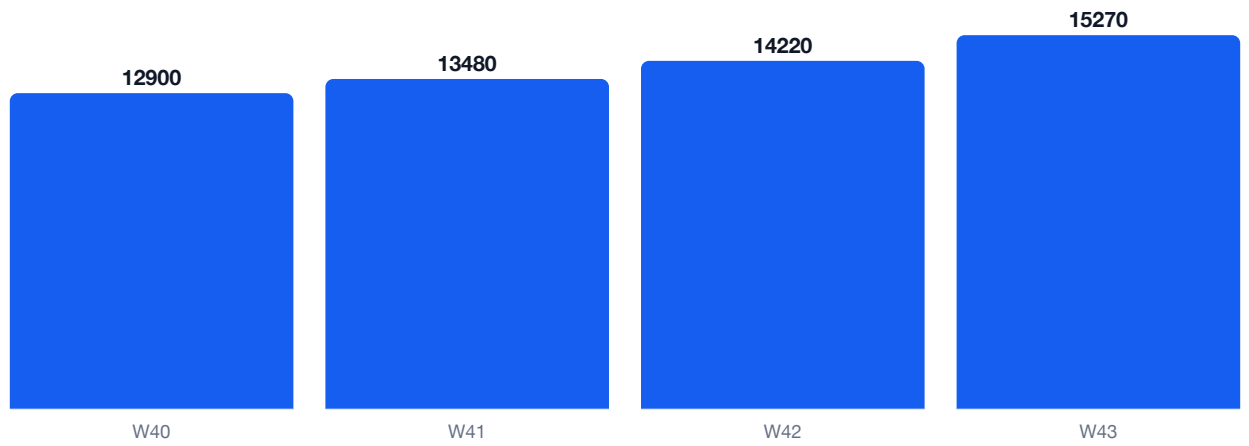
Example data

All figures in this report are invented. The report is a template: the same file renders with a different data file each month.

Traffic

Pageviews	Visitors	Pages per visit	Bounce rate
55,870	20,430	2.9	38 %

Pageviews per week



Content and sources

Top pages

Path	Pageviews	Visitors
/	15,010	10,260
/shop	11,730	6,340
/shop/winter-jackets	6,950	4,310
/blog/care-guide	3,120	2,700
/shop/gloves	2,880	1,960

Sources

Source	Visitors	Share
Search	9,170	45 %
Direct	4,690	23 %
Newsletter	3,880	19 %
Other sites	2,690	13 %

Campaigns

winter-preview

3,260

newsletter-10

2,740

partner-banner

540

Note

The newsletter share rose from 16 % to 19 % after the winter preview mail on 14 October.