

# Website – Date Range Comparison

## Sample Report

This is a sample report created from the Website Summary Template. We've added a cover page. In Megalytic, you can add a formatted cover page to any report. Formatting options include:

- Bullets
- Line Numbering
- Multiple Fonts
- etc.

You can also include formatted text in comments that can be inserted anywhere in the report.

## Key Website Metrics - This Month vs Last

Aug. 2014 Compared To Jul. 2014

Metric	Jul. 2014	Aug. 2014	Change	% Change
Users	3,184	5,762	↑	80.97%
Sessions	5,193	8,224	↑	58.37%
Pageviews	12,327	16,987	↑	37.80%
Pages / Session	2.37	2.07	↓	-12.66%
Avg Session Duration	00:03:32	00:03:06	↓	-00:00:26
Bounce Rate (%)	31.77%	43.69%	↑	37.52%
New Sessions (%)	55.65%	66.16%	↑	18.89%

Key statistics comparing performance in July with August.

Users - the number of unique visitors that came to your site

Sessions - the number of visits made to your site

Pageviews - the total number of pages viewed

Pages / Session - the average number of pages viewed by a user in a session

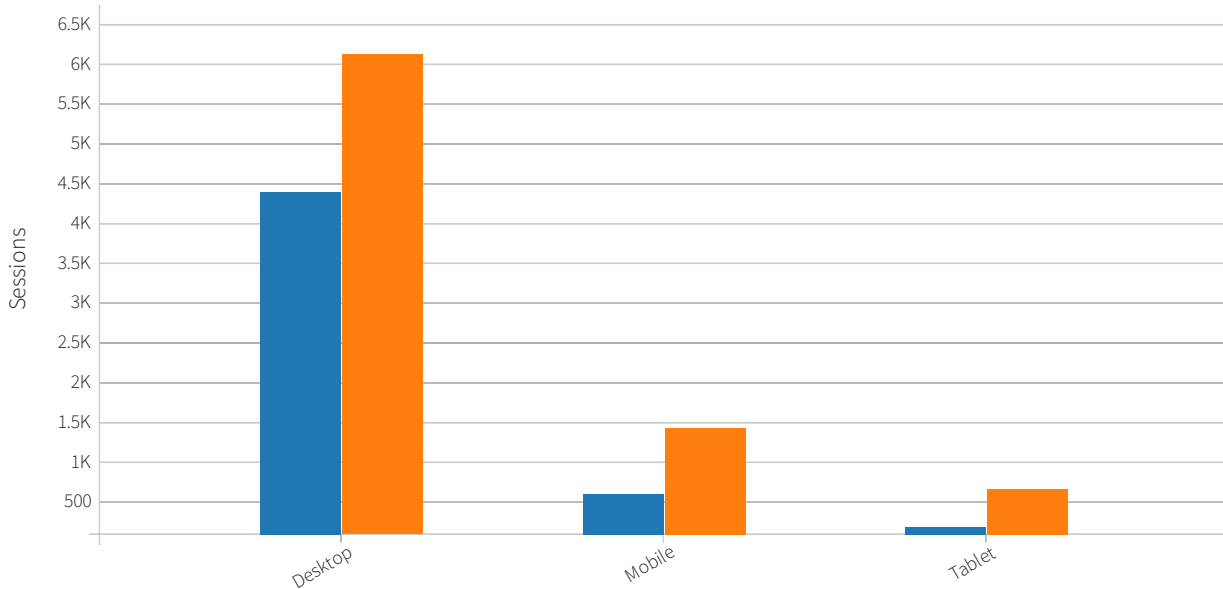
Avg Session Duration - the average amount of time a user spent browsing your site during a session

Bounce Rate - the percentage of visits where the user viewed only one page and then left

New Sessions - the percentage of visits that came from users who had never been to your site before

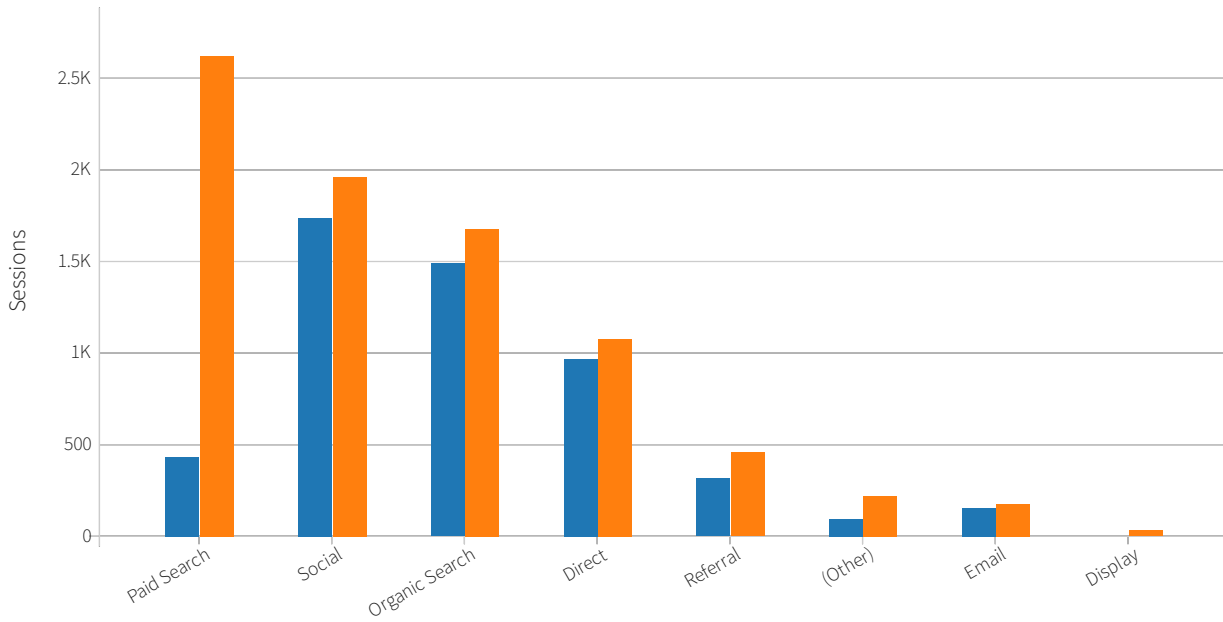
## Traffic by Device Type

Aug. 2014 Compared To Jul. 2014



## Traffic by Channel

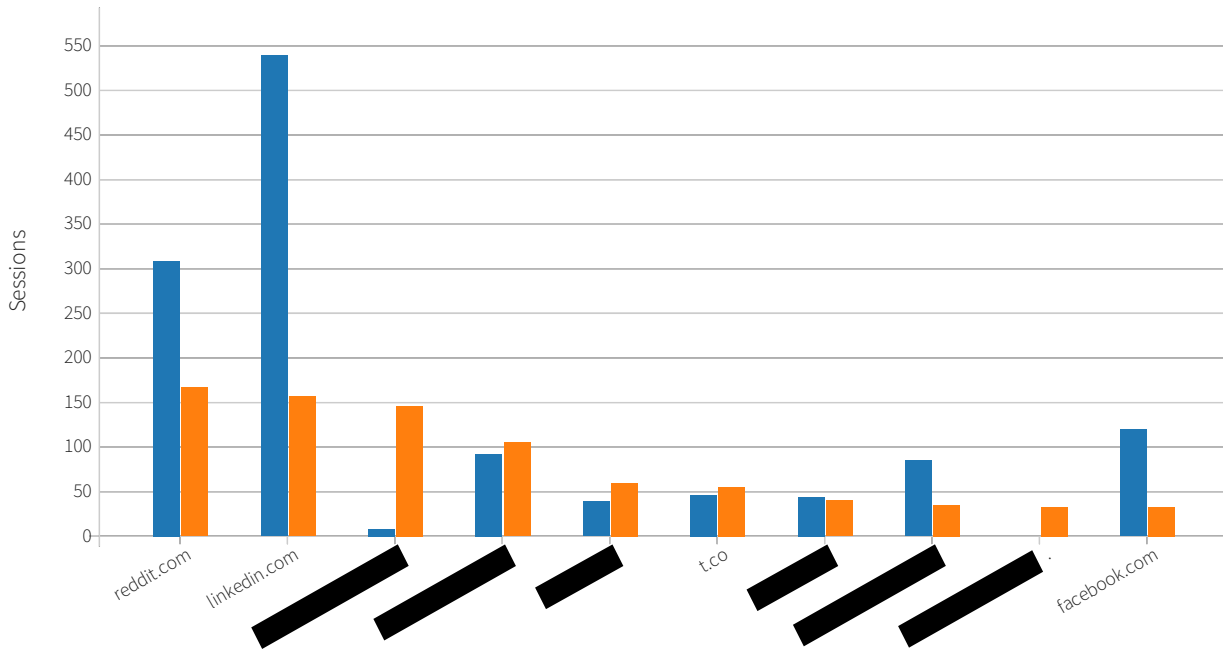
Aug. 2014 Compared To Jul. 2014



The change in the channels that are sending traffic to your site. In this example, there has been a big increase in the traffic coming from paid search.

## Referral Traffic

Aug. 2014 Compared To Jul. 2014



Change in the composition of your referral traffic from last month.

## Top US Cities

Aug. 2014 Compared To Jul. 2014

City	Sessions		Change	% Change
	Jul. 2014	Aug. 2014		
New York	207	295	↑ 88	42.51%
Austin	0	108	↑ 108	100.00%
Chicago	68	91	↑ 23	33.82%
Los Angeles	69	84	↑ 15	21.74%
San Francisco	63	67	↑ 4	6.35%
Nacogdoches	128	63	↓ -65	-50.78%
Washington	0	55	↑ 55	100.00%
Albany	63	49	↓ -14	-22.22%
Orlando	0	47	↑ 47	100.00%
Houston	0	38	↑ 38	100.00%

The top 10 cities by by traffic in August, compared with the visits from those same cities in July. This widget can be easily adjusted to show a different geographic region.

## Top Pages

Aug. 2014 Compared To Jul. 2014

Page Path	Pageviews		Change	% Change	
	Jul. 2014	Aug. 2014			
/	1,473	3,878	↑	2,405	163.27%
████████	362	823	↑	461	127.35%
████████	511	775	↑	264	51.66%
██████	496	753	↑	257	51.81%
████████	877	682	↓	-195	-22.23%
████	411	620	↑	209	50.85%
████████████████████	389	499	↑	110	28.28%
████████	0	445	↑	445	100.00%
/████████████████	330	400	↑	70	21.21%
████████████████████	0	312	↑	312	100.00%

The pages getting the most views in August compared with how many views they received in June.