



Website Analytics

www.VirginiaDAV.org

July 01, 2022 – June 1, 2023

Total Visits to Website

10 June 2022- 10 June 2023

Site sessions 15,752 ↑ 14%	Unique visitors 8,686 ↑ 3%	Avg. session duration 5m 14s ↑ 2%
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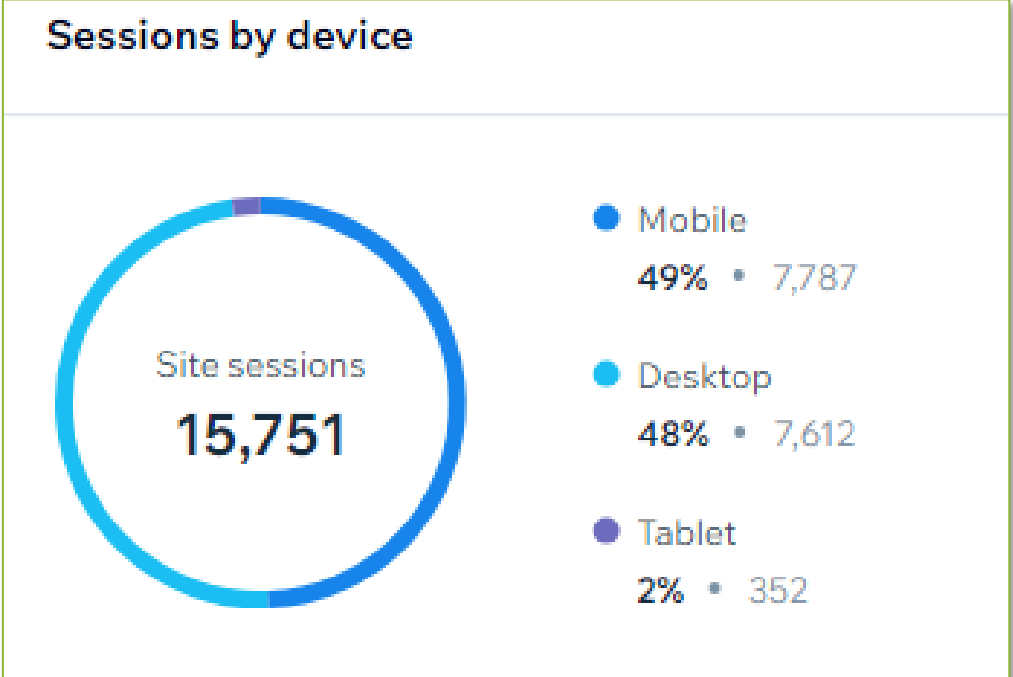
Total visitors since inception, October 2016
70,545

New vs. Returning Visitors

New visitors accounted for 96% of visits

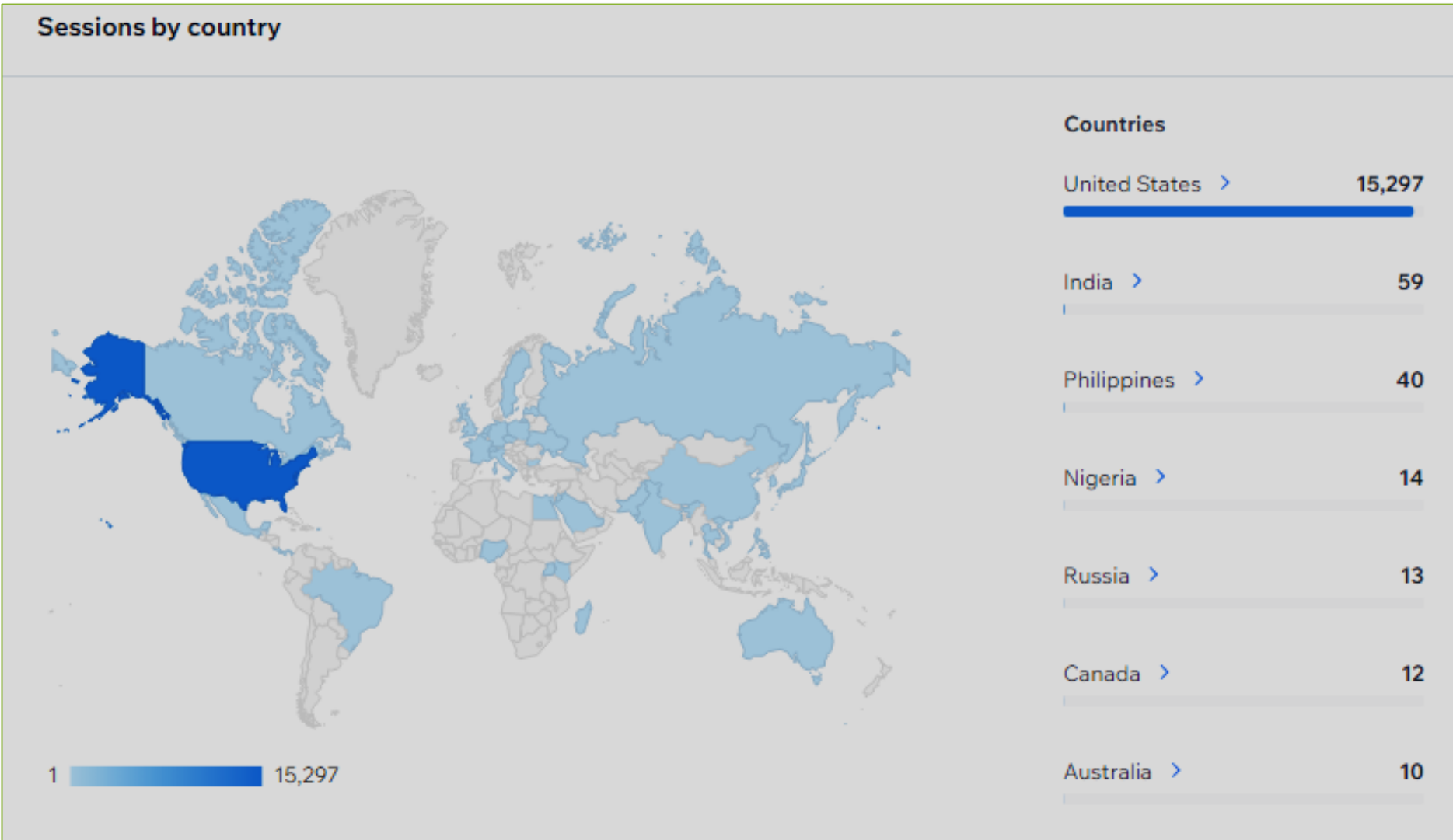


Method of Website Visits



Mobile devices lead the method of visiting our website this year, with desktop second, and tablets third.

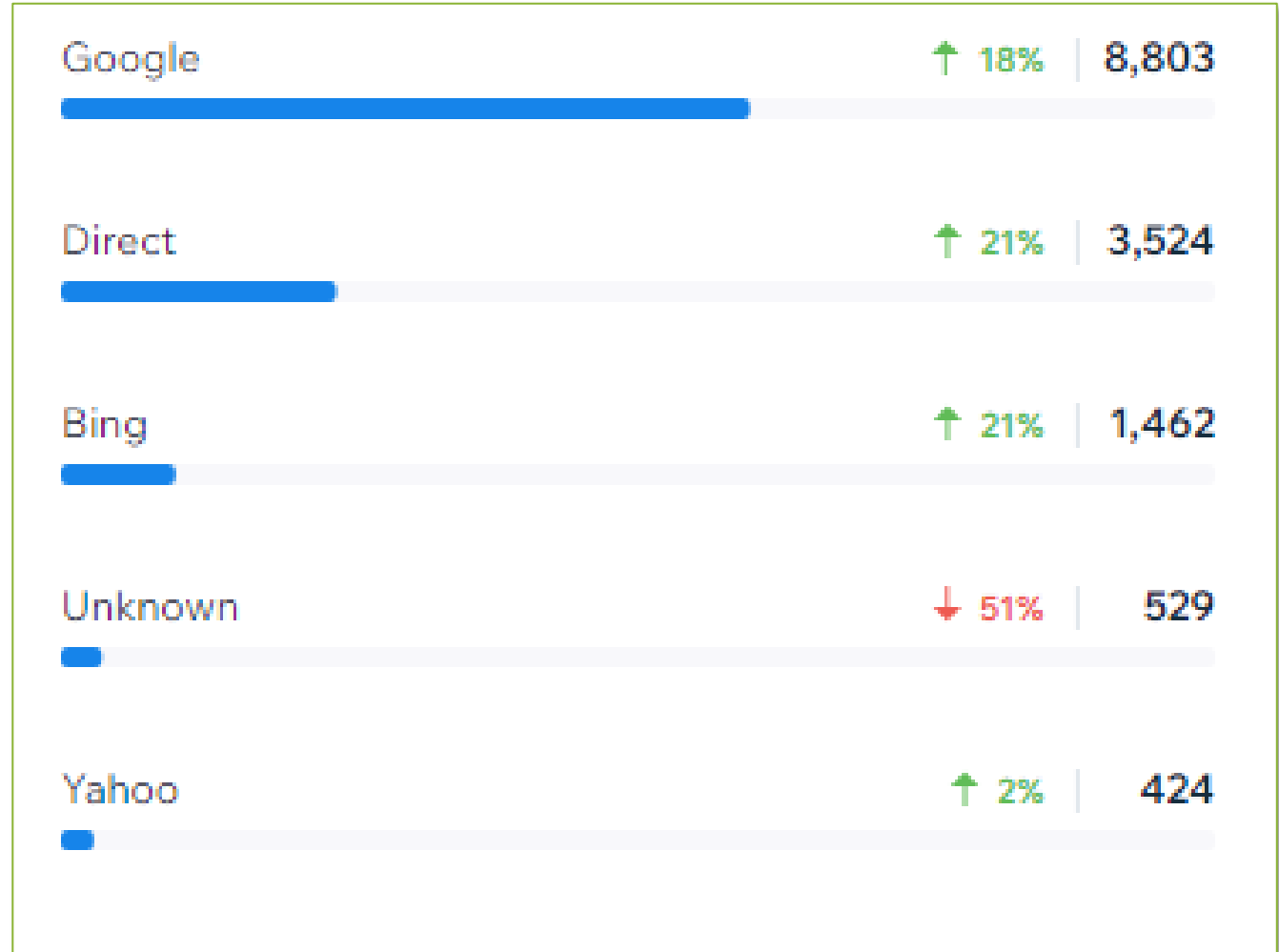
Visitor Locations (Top 7)



Traffic Sources (Top 5)

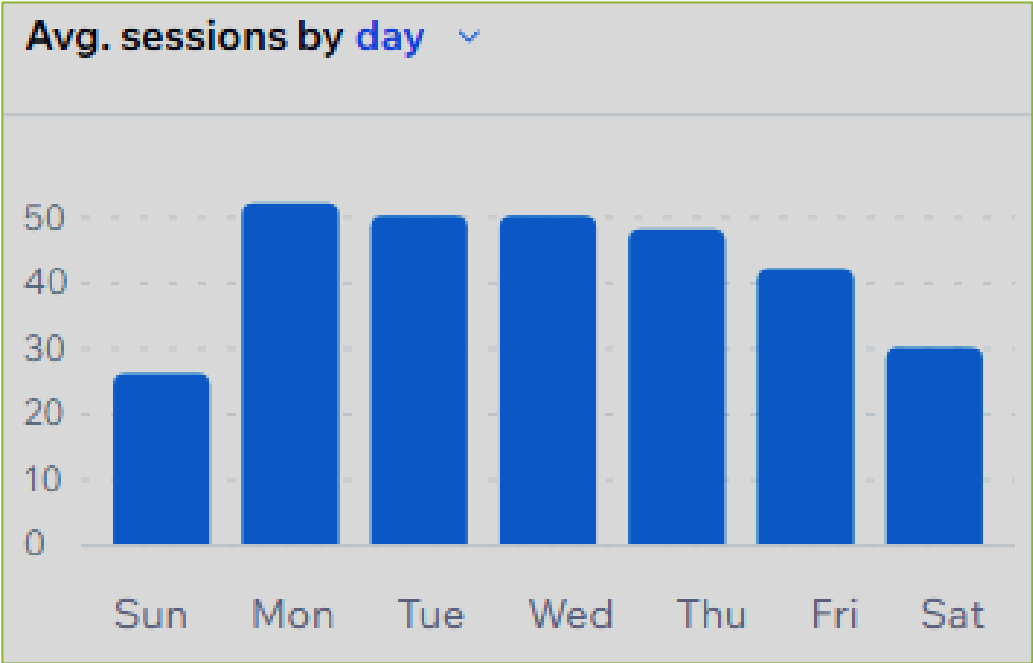
Google is again the #1 search engine source.

Referrals from other sites



Visits by Page / Day (Top 5)

/ (Homepage)	↑ 9%	7,295
/convention-conference-reports	↓ 9%	2,810
/claims-assistance-1	↑ 21%	1,767
/virginia-legislative-program	↑ 13%	1,629
/department-forms	↑ 5%	1,391



Visitor Behavior Insights

BEHAVIOR

The last page people often visit before leaving is **/virginia-legislative-program**

BEHAVIOR

The most popular page visitors navigate to is the **/convention-conference-reports** page

BEHAVIOR

People spend more time on your **/training-materials** page than other pages

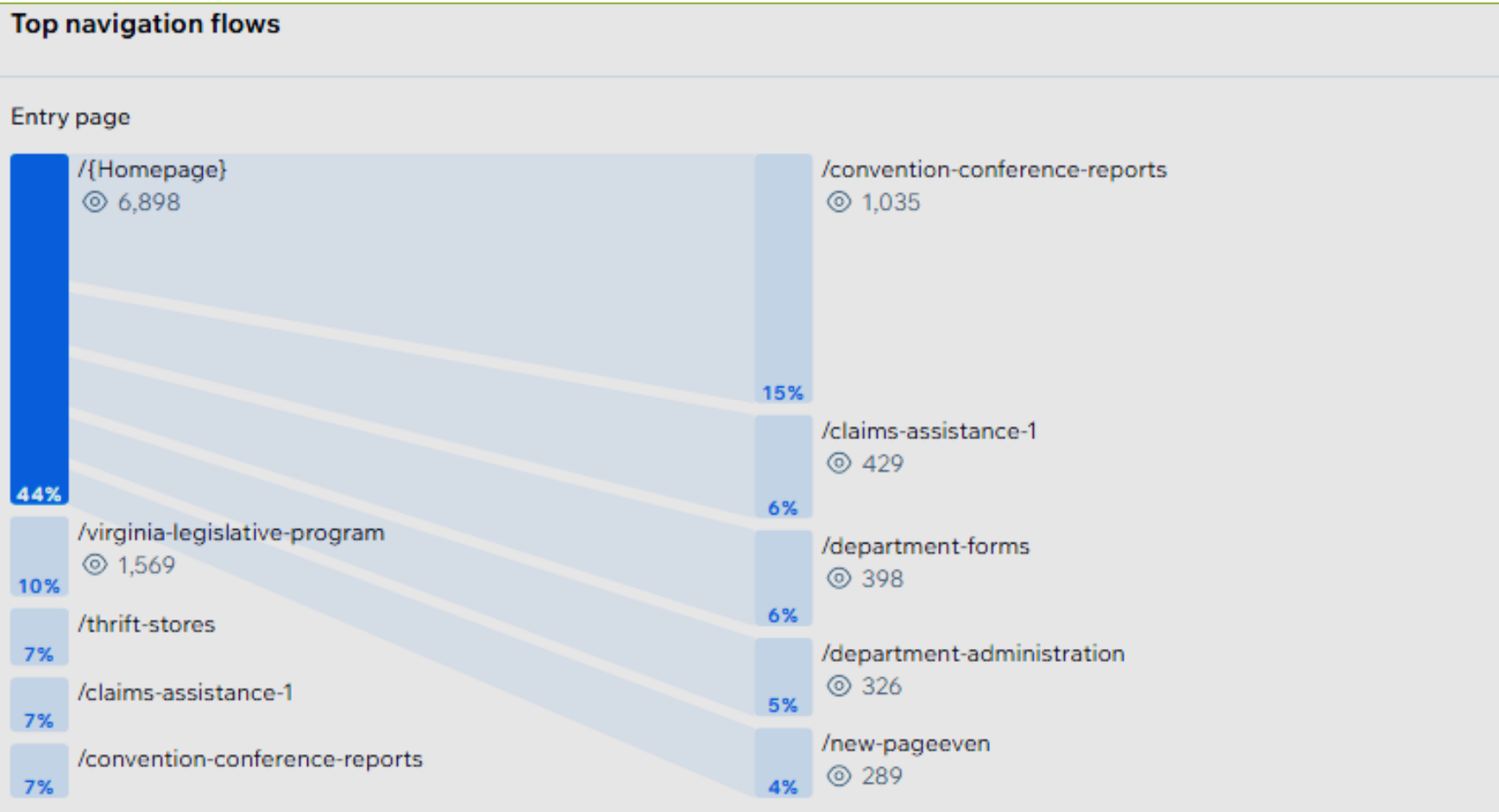
BEHAVIOR

The **/information-seminar** page had a big drop in traffic.

BEHAVIOR

The **/homeless-veterans** page had a big increase in traffic.

Navigation Flow Pattern



Leads

Clicks to contact

856 ↑ 42%

Clicks by contact channel

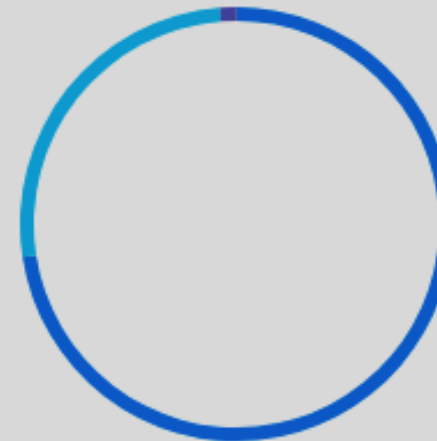


- Email
97% • 836
- Phone call
3% • 25

New leads

164 ↑ 36%

Top lead sources



- Wix Chat
73% • 119
- Wix Forms
26% • 43
- Site members
1% • 2

Benchmarks

How we do compare to other public service sites

Key stats comparison

You're compared to [Public Services](#) sites in [United States](#). [Change Category](#)

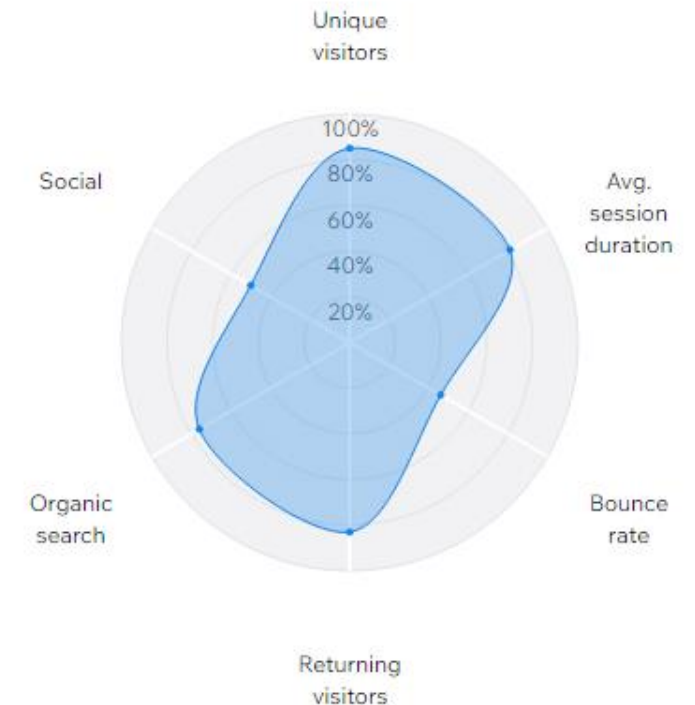
Traffic	Your stats	Better than	
Unique visitors	913	85%	>
Avg. session duration	5min 6sec	81%	>
Bounce rate	57%	46%	>
Returning visitors	24%	83%	>
Organic search	68%	76%	>
Social	1%	50%	>

Our website continues to operate better than many other NGOs, VSOs, and public sector websites.

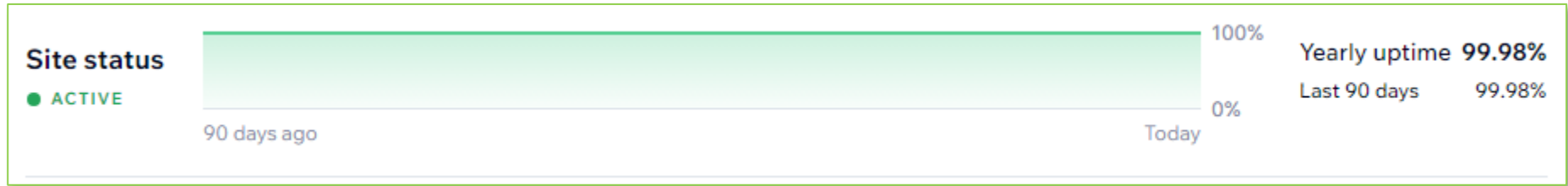
Bounce rate is the percentage of visits to our site where only one page was viewed

Competition radar

This is a visual representation of your benchmarks. The more coverage you have, the better you're doing compared to others.

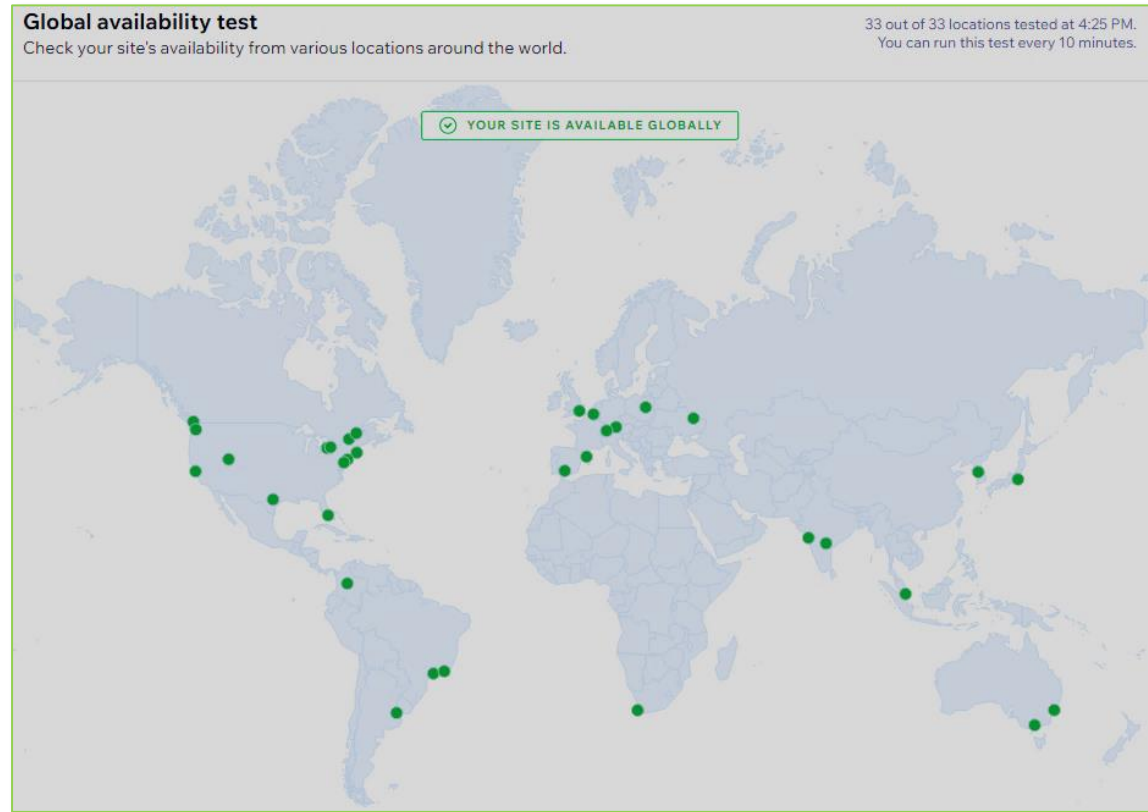


Website Uptime & Availability



Our website is down only .02% of the time over the past year.
(factors such as power issues, maintenance, etc. affect the down time)

The Global Availability tests the overall website availability around the globe.



Site Speed Analytics



Your site is loading fast ⓘ

Desktop

Most visitors can see text or images on your site within 1.4 seconds. That's much faster than most sites in your category.

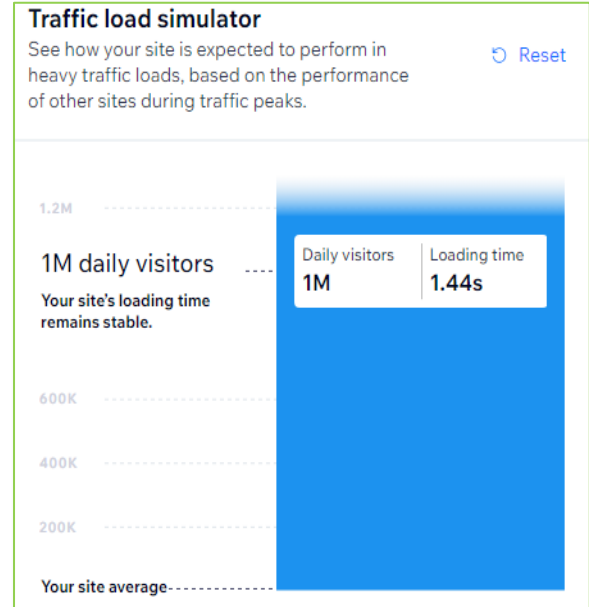


Your site is loading fast ⓘ

Mobile

Most visitors can see text or images on your mobile site within 1.4 seconds. That's much faster than most sites in your category.

Our website continues to be above average in loading speed and being able to handle high traffic loads.



End of Report

**James Procunier, PDC
Webmaster**

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