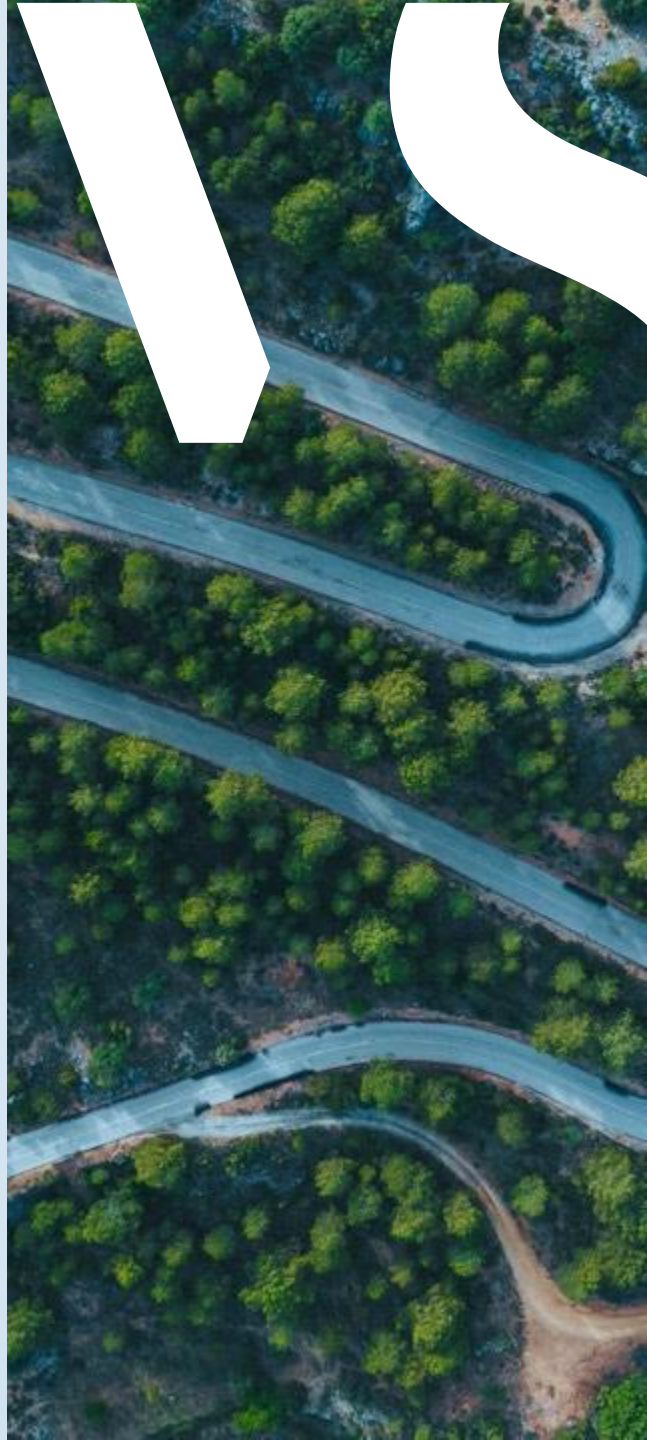




Google Analytics: 2021 Year *in Review*

Scott de la Rosa,
Senior Graphic Designer,
Australia



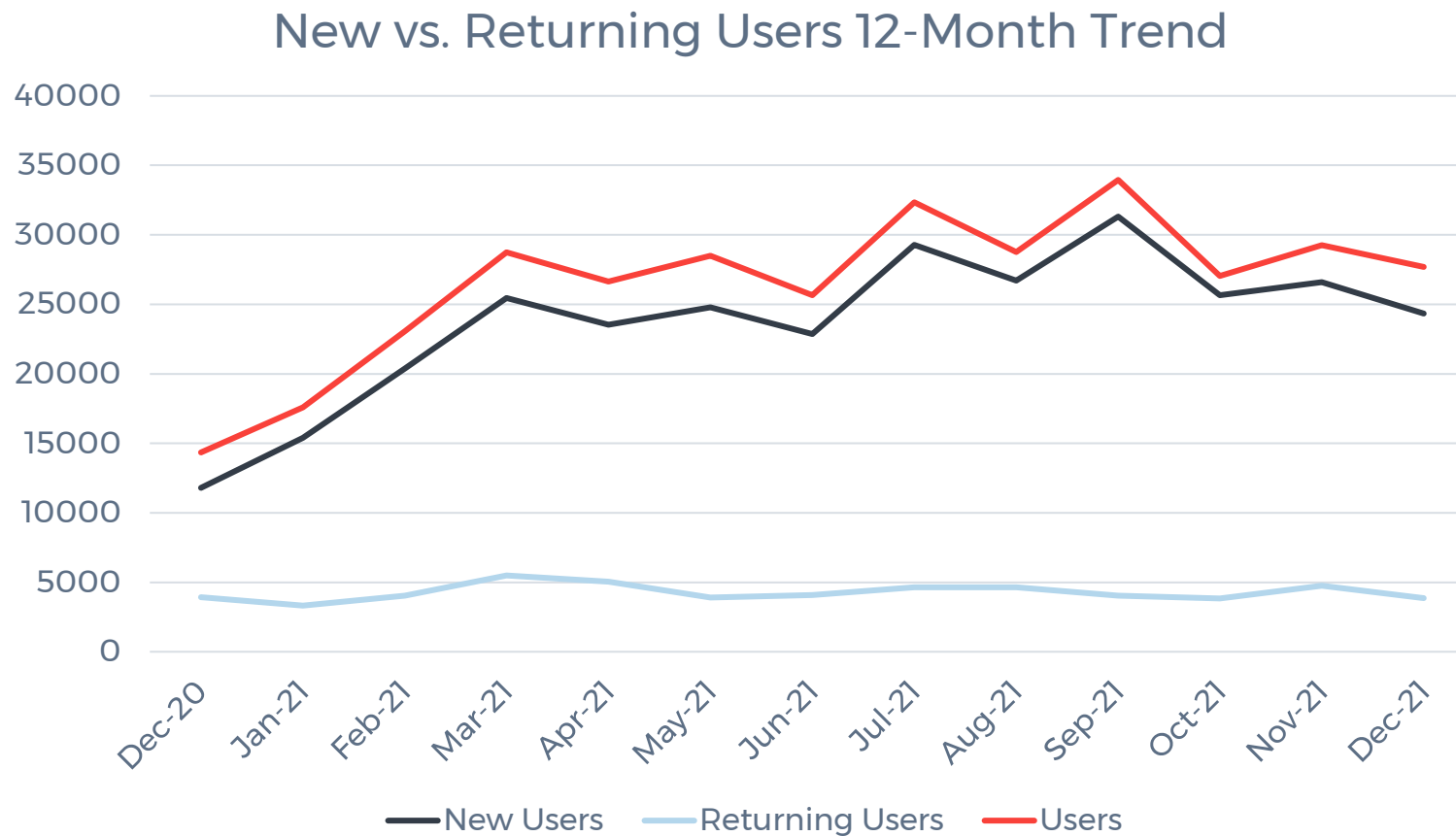


Users



Users

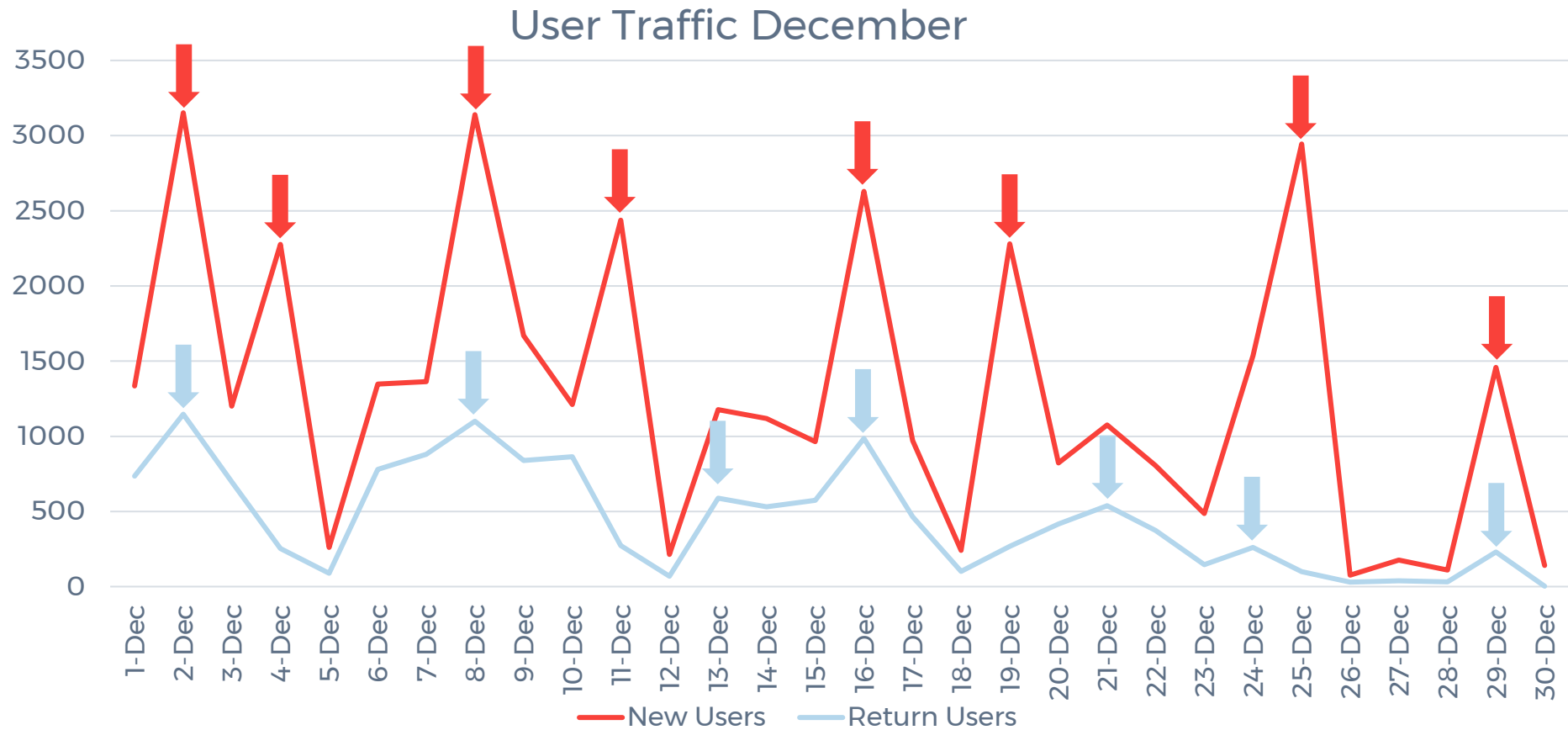
New vs. Returning Users

**92.9%**

Increase of all user
traffic from same
time last year

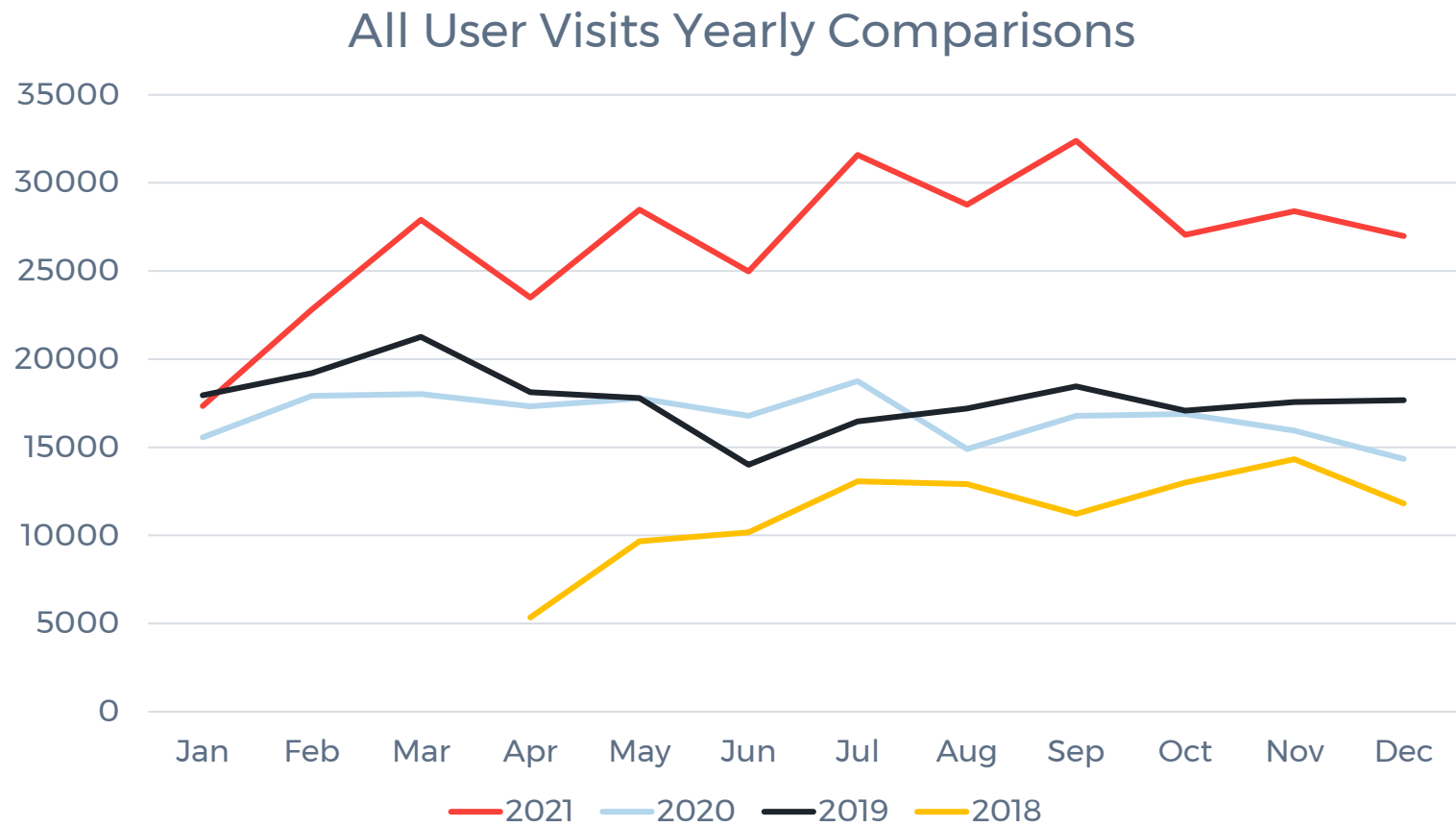
Users

Daily User Traffic



Users

All Users

**52.8%**

Increase of all user
traffic from same
time last year

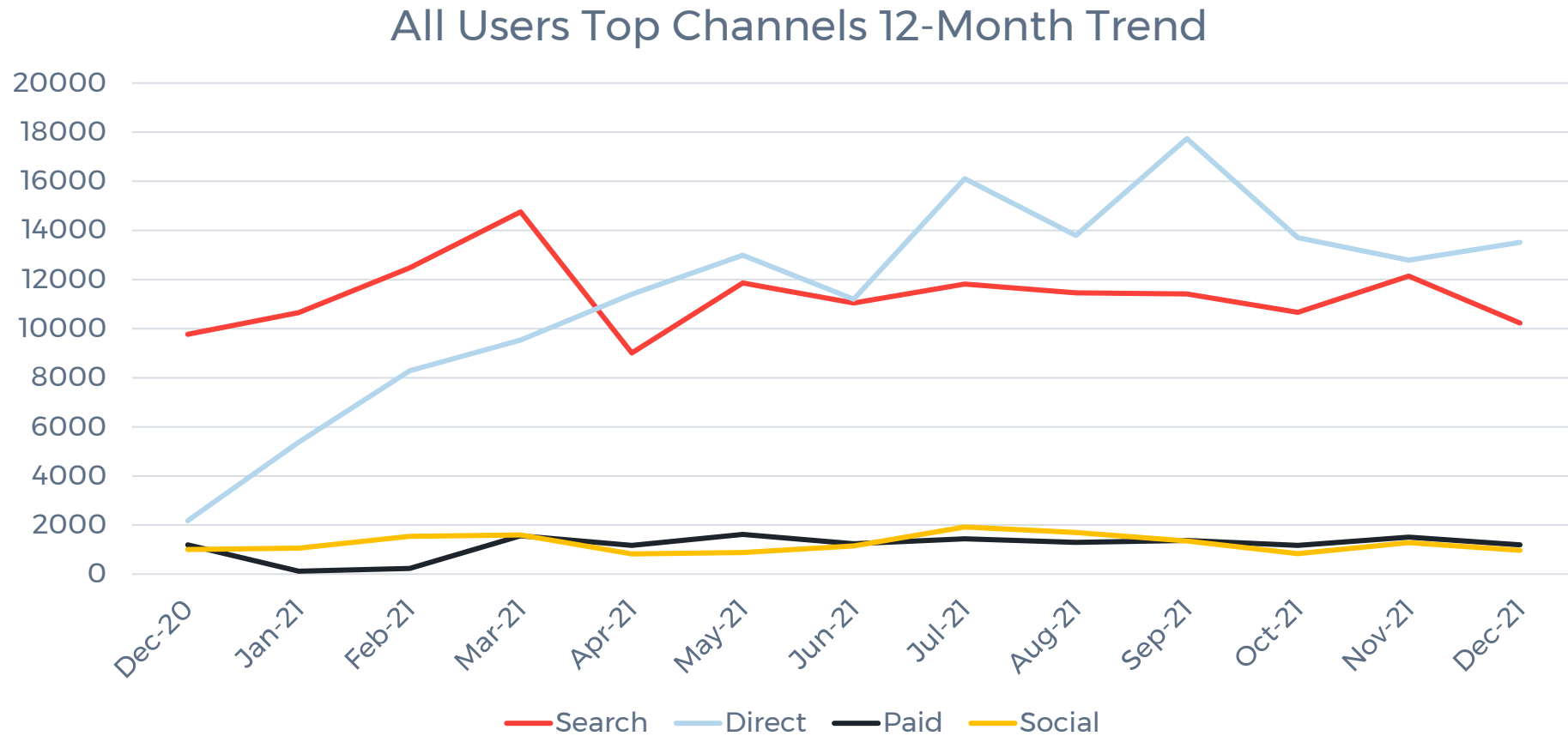


Traffic



Traffic

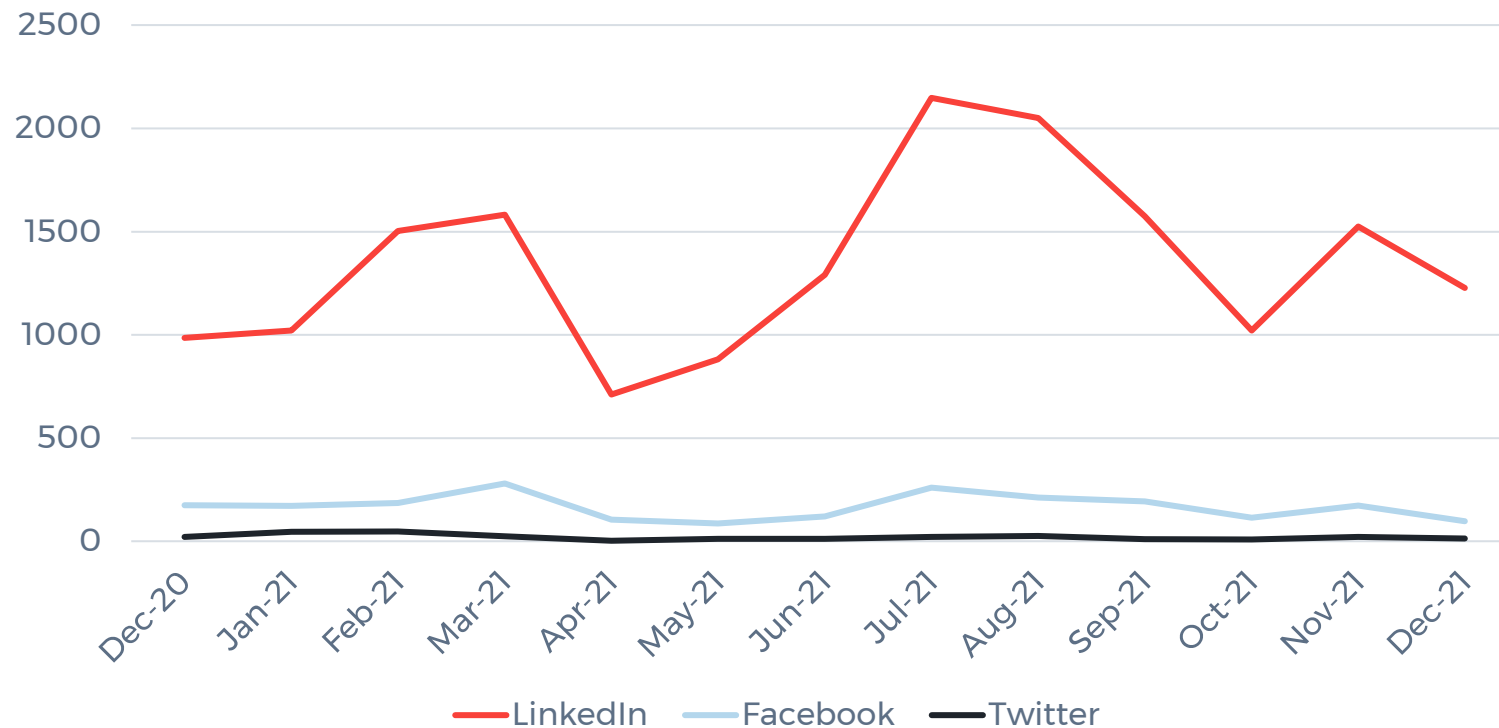
Top Channels



Traffic

Social Referrals

All Users Top Social Referral
Sessions 12-Month Trend

**24.4%**

Increase of all user
LinkedIn referrals
from same time last
year

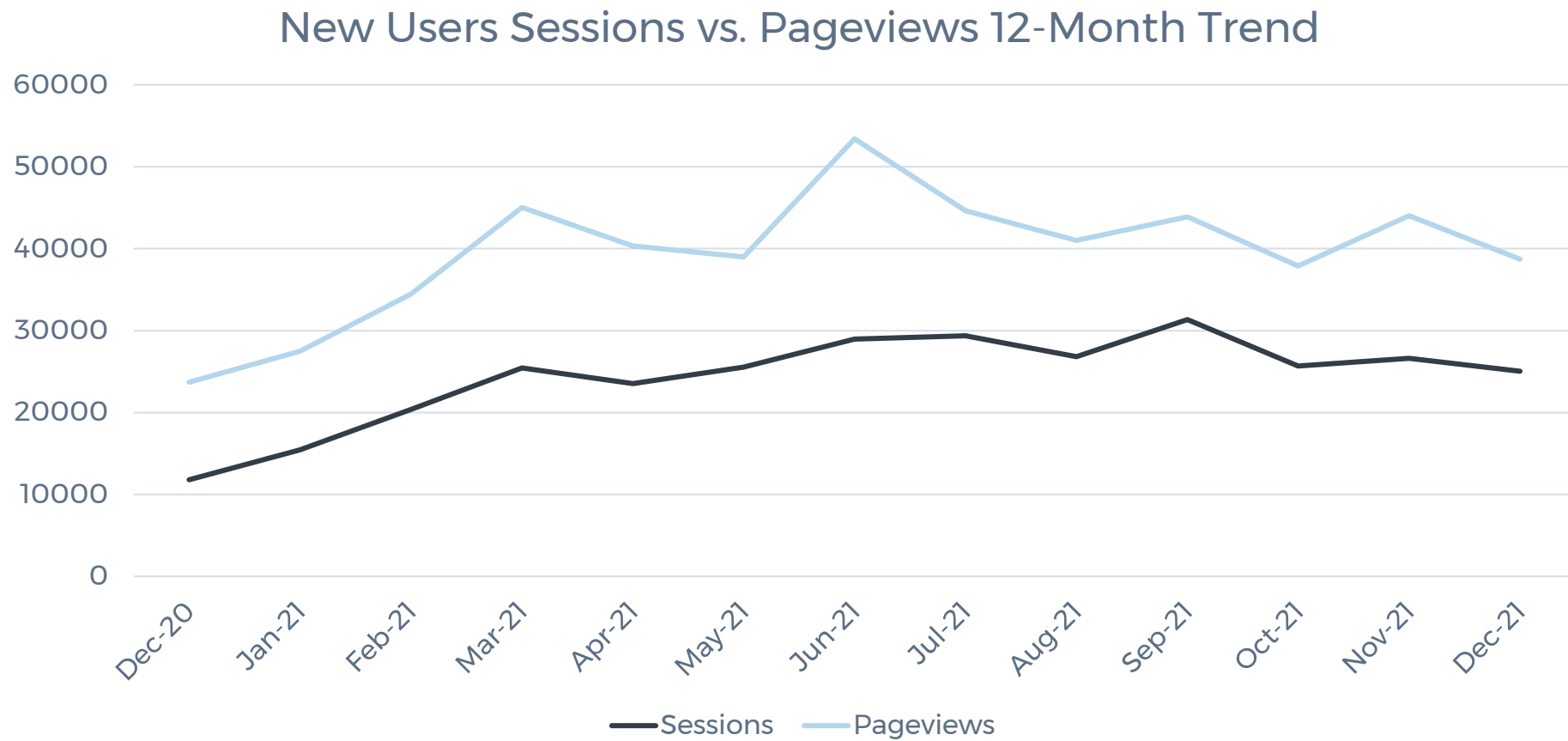


Engagement



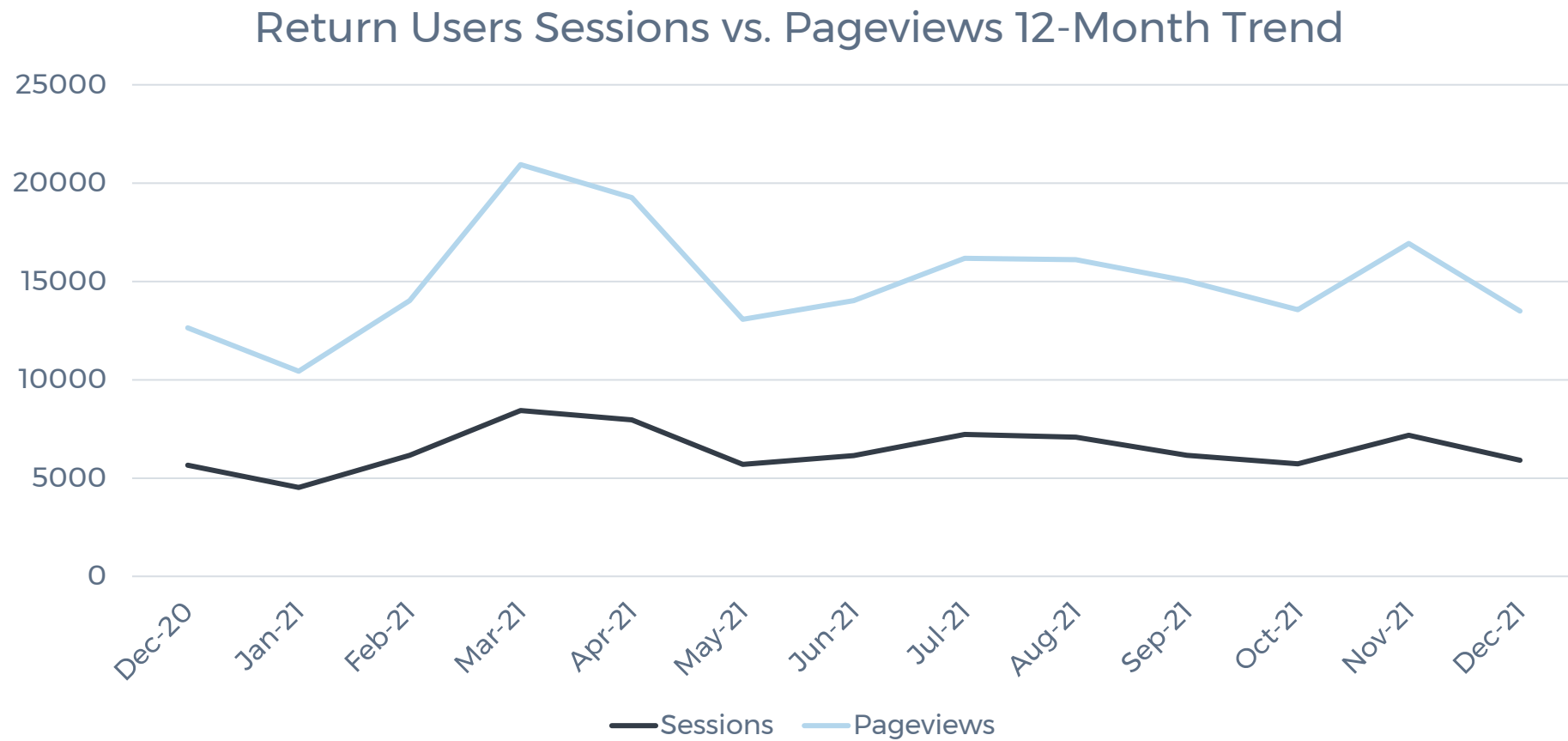
Engagement

New Users



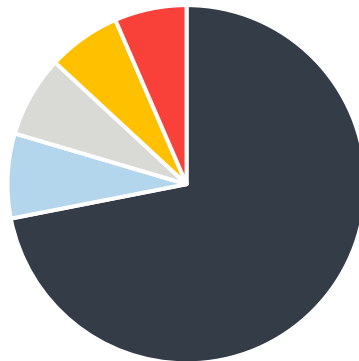
Engagement

Return Users



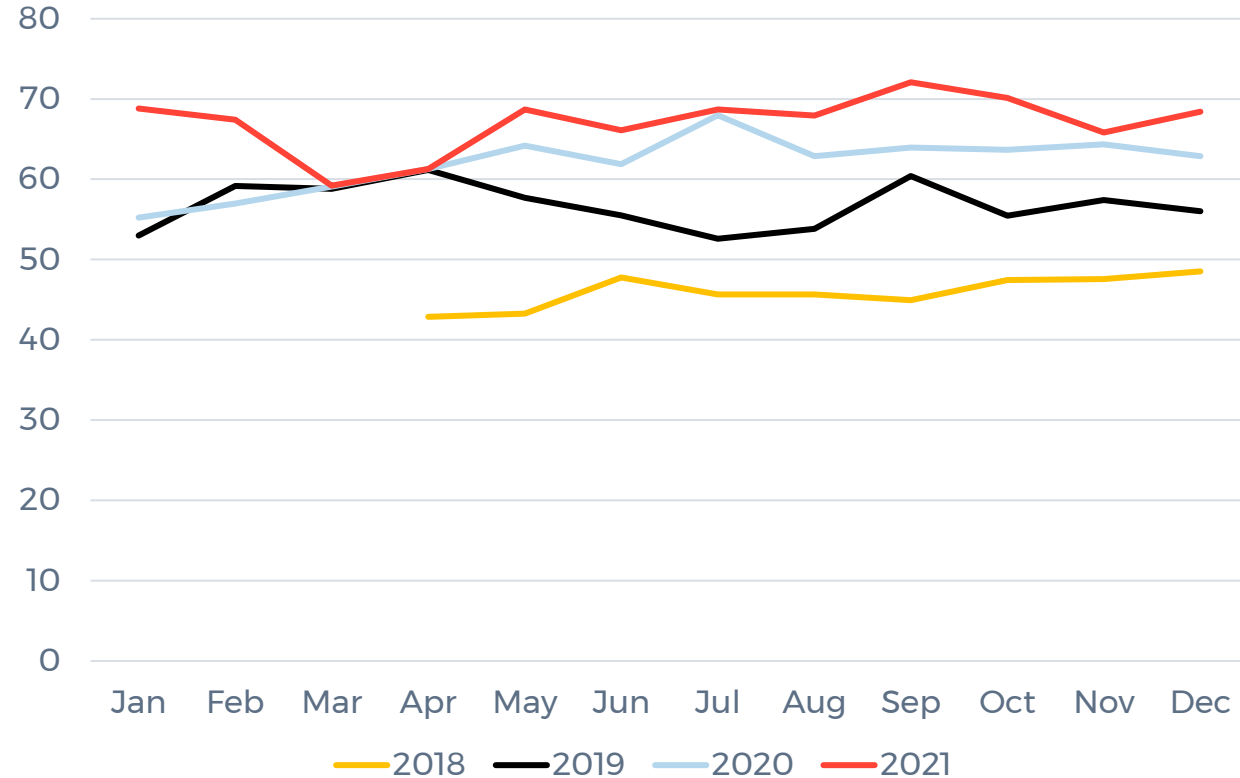
Exit Pages and Bounce Rates

All Users Top Exit Pages December 2021



- Home
- What We Do
- Fast Rail 6 City
- Advisory & Digital
- Contact Us

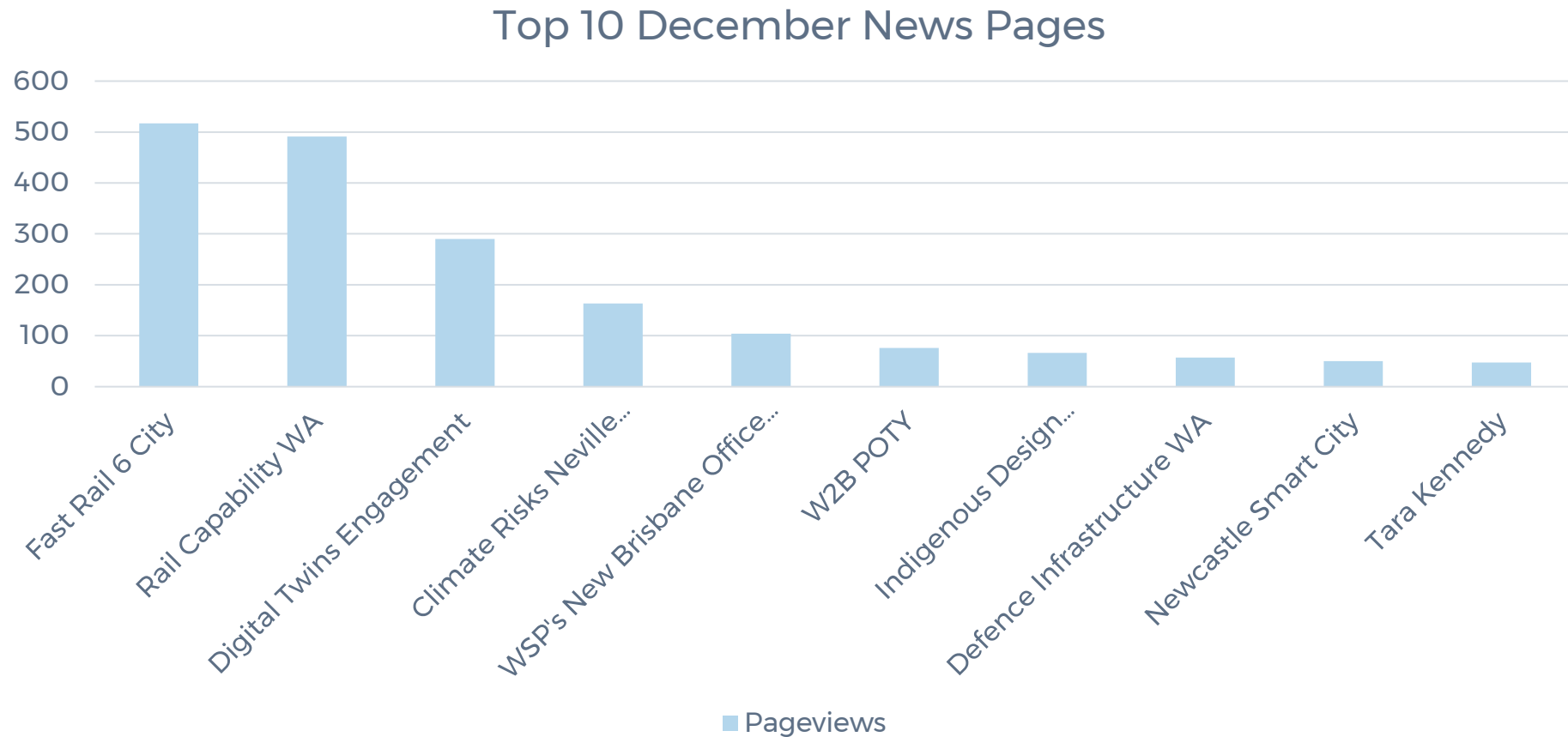
All User Bounce Rates Year on Year



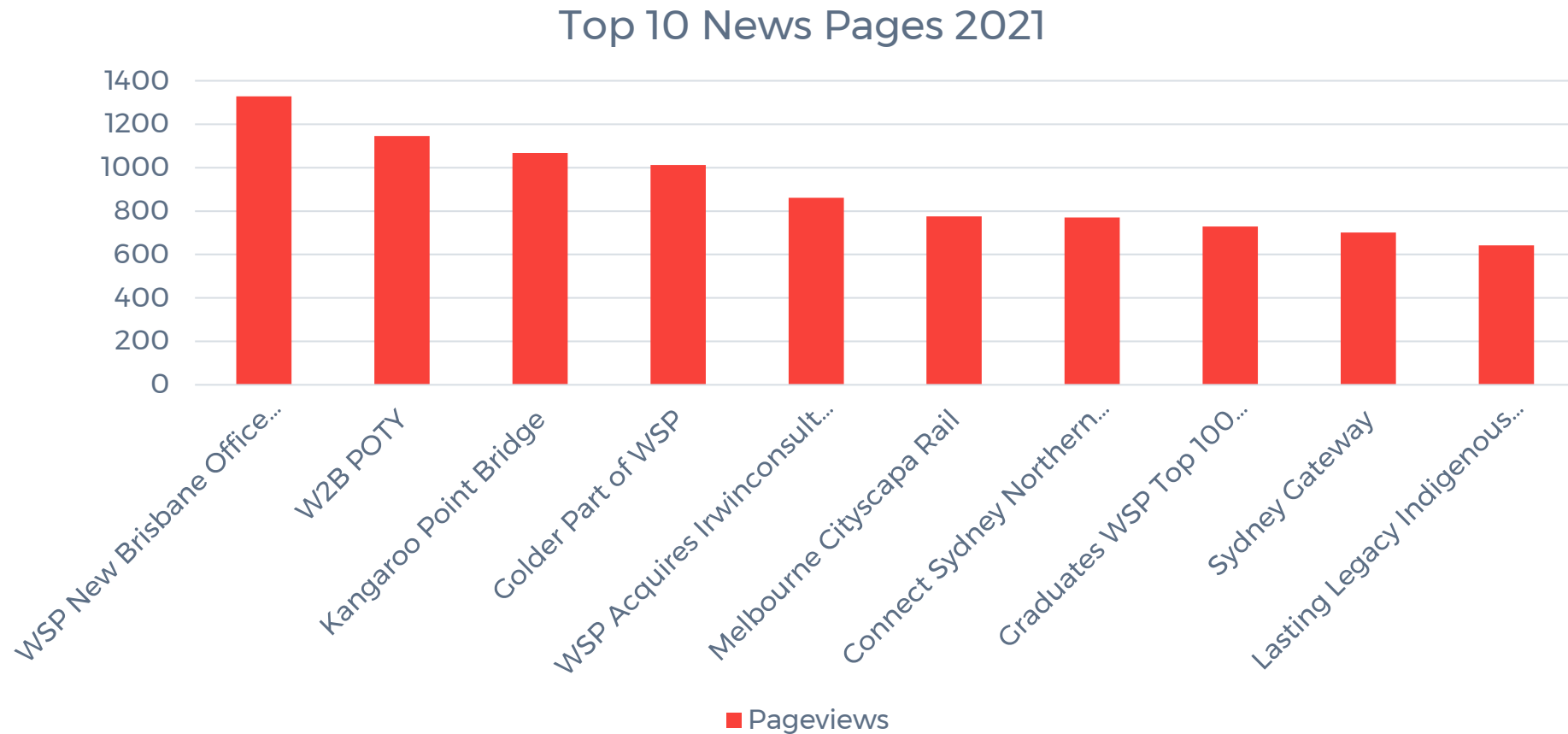


Top Pages

Top 10 News Pages December



Top 10 News Pages 2021



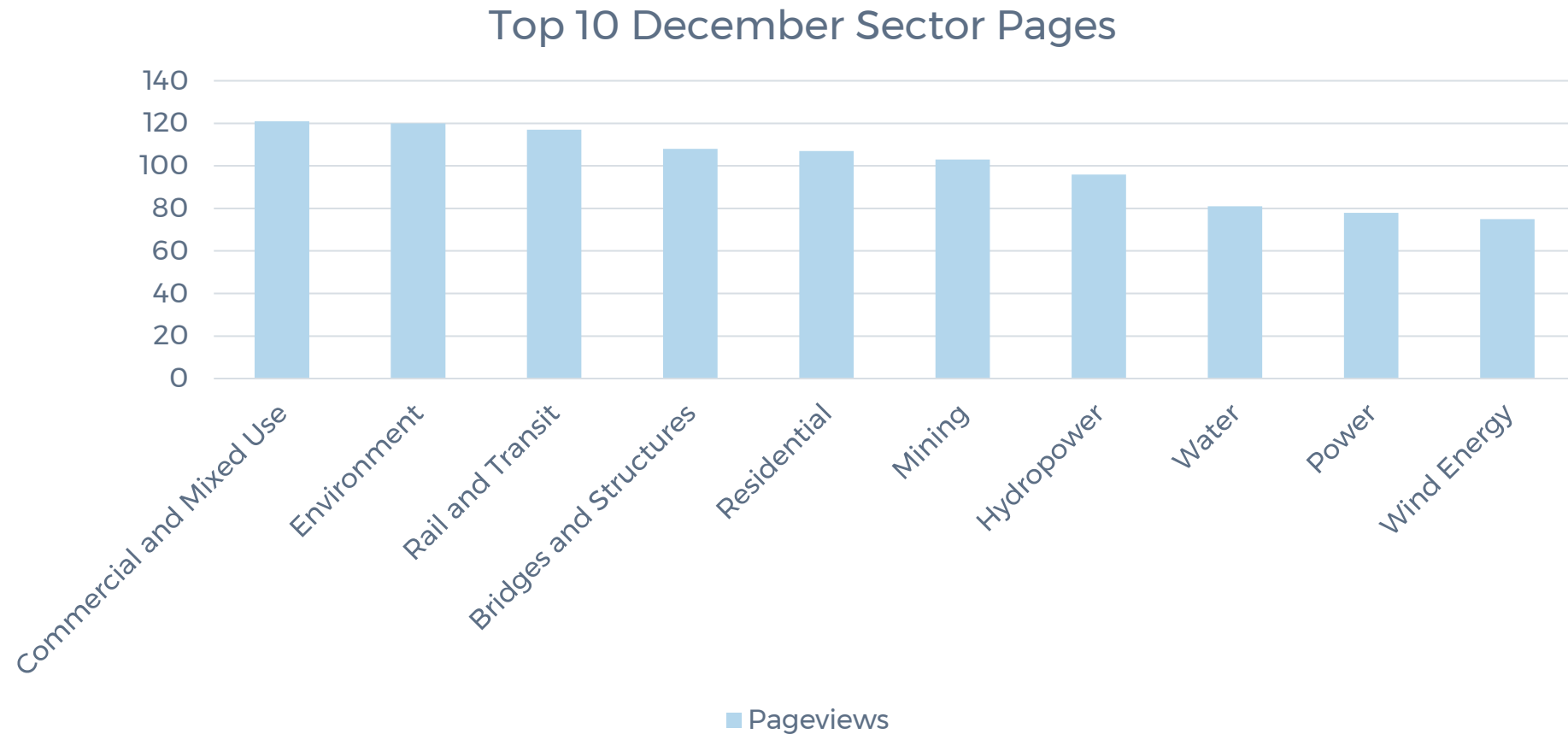
Top 10 Insights Pages December



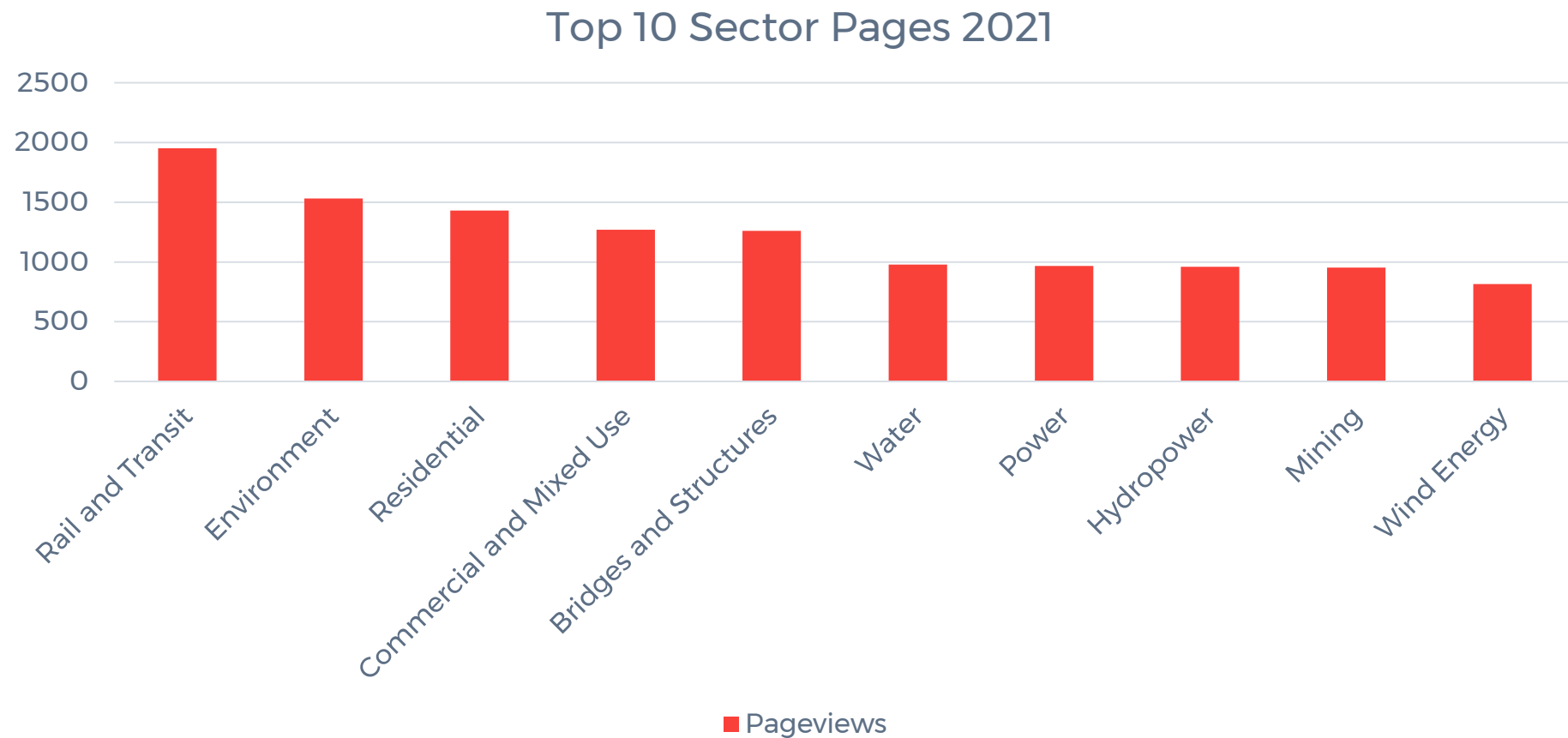
Top 10 Insights Pages 2021



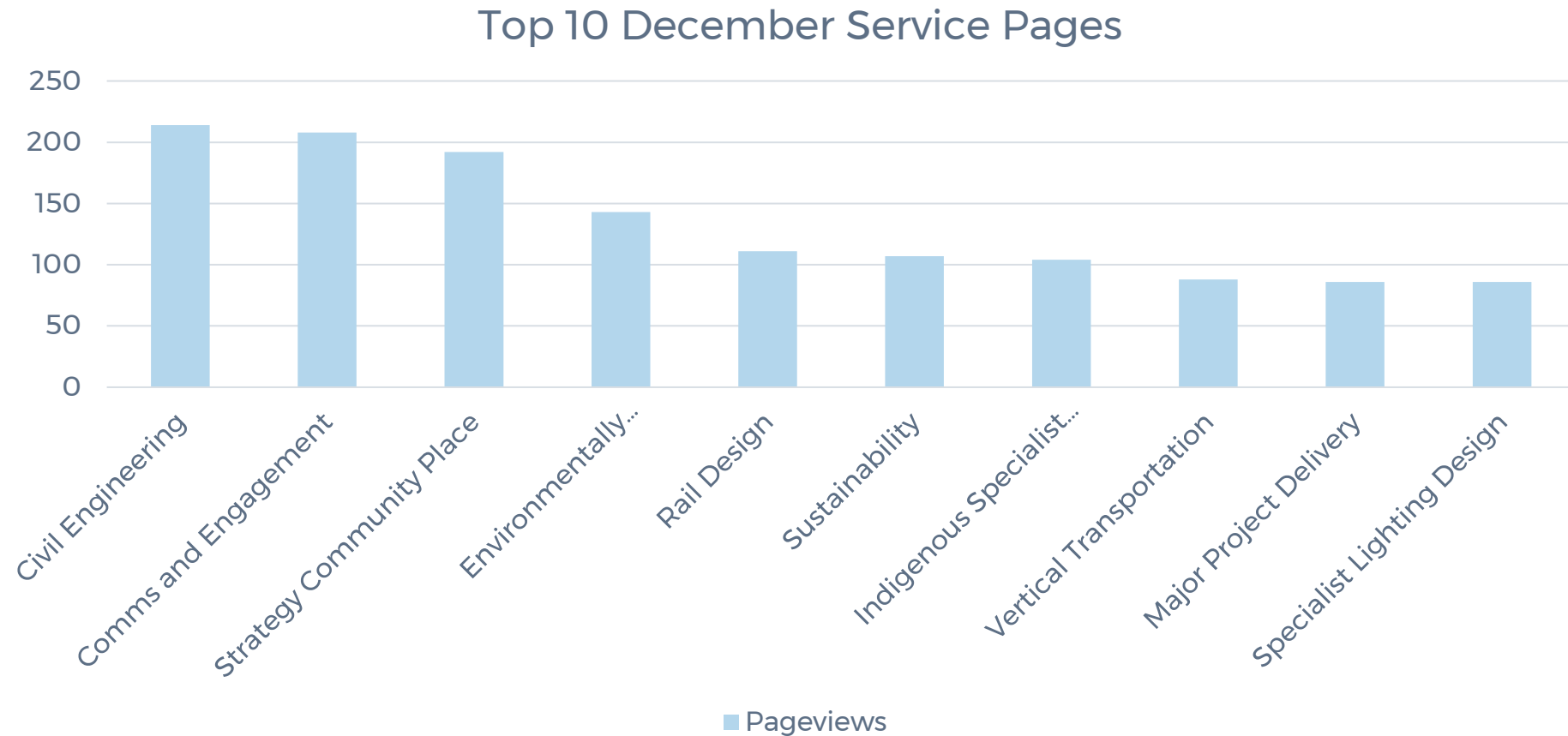
Top 10 Sector Pages December



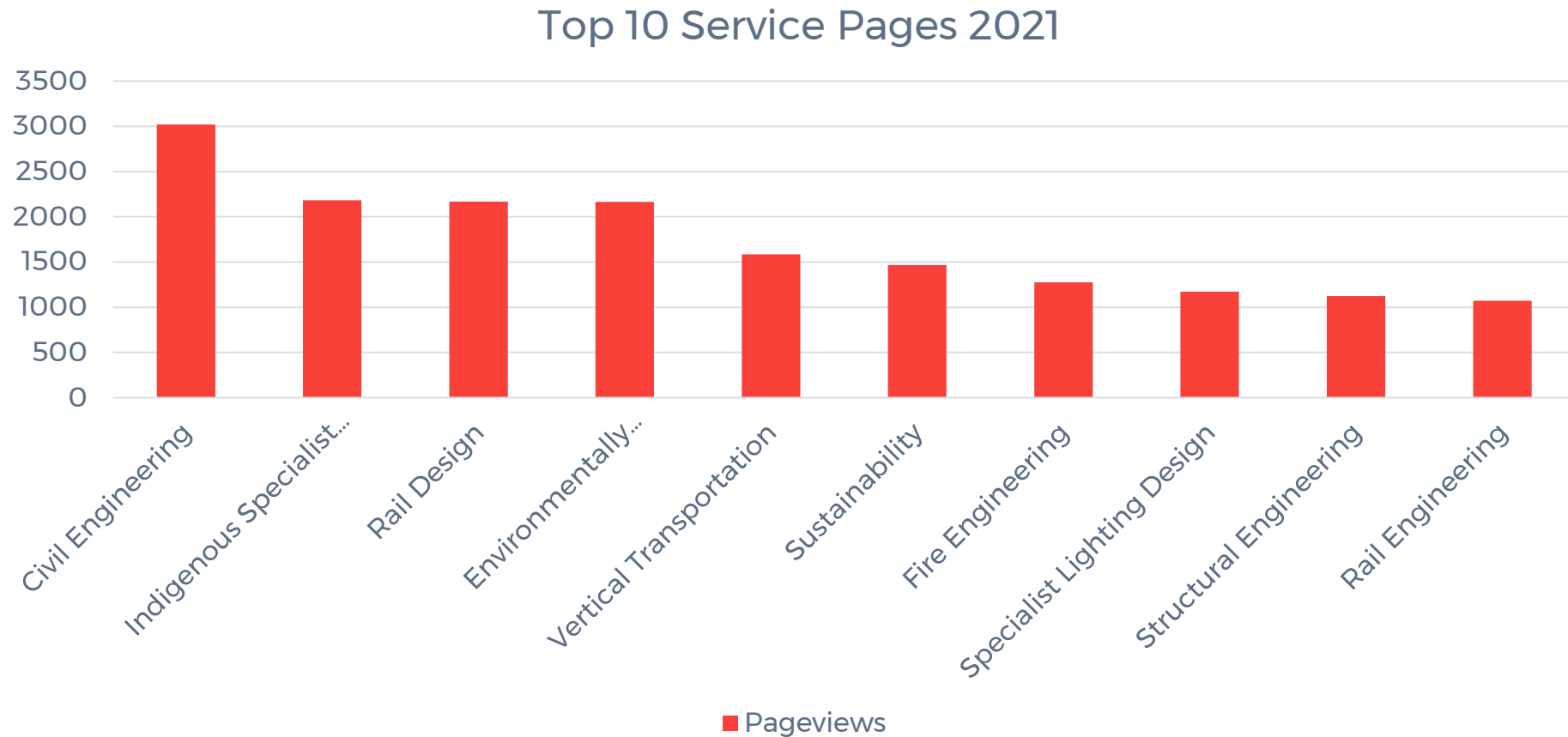
Top 10 Sector Pages 2021



Top 10 Service Pages December



Top 10 Service Pages 2021



Top 10 Project Pages December



Top 10 Project Pages 2021

