



LAST MONTH A RECORD MONTH FOR TOTAL VISITS TO THE WEBSITE

Last month the website hit a new record – generating 7,462 visits. The previous record was set in May, with 6420 visits.



ORGANIC GOOGLE REFERRALS UP 34.5%

Total website traffic from organic Google search referrals increased 34.5%, up from 1103 visits to 1478 visits.



TOTAL FACEBOOK REACH UP 61%

Total Facebook reach increased dramatically, with our Facebook page generating a post reach of 32,282 users.



TWITTER IMPRESSIONS UP 45%

Last month saw a dramatic increase in Twitter impressions, jumping from 12,789 to 18544.



New record for total visits to website



Google organic referrals up 34.5%

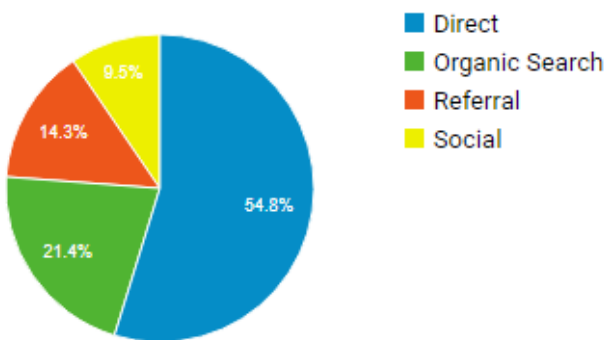


Total Facebook reach up 61%



Total Twitter impressions up 45%

Website traffic sources



Most trafficked pages

Page	Pageviews
/	720
/product-category/brands/leander/	353
/product-information/leander-cot-bed/	324
/product-category/brands/bednest/	240
/product-information/bednest/	239
/cart/	236

Users

8.3K

↑9.2%

Sessions

11K

↑10.5%

Bounce Rate

49.78%

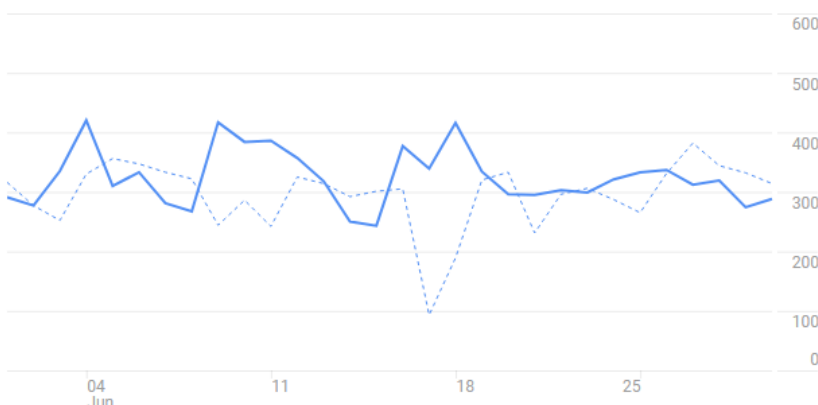
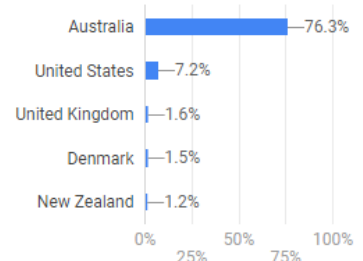
↓7.6%

Session Duration

1m 58s

↑1.5%

Sessions by country



Twitter

28 day summary with change over previous period



Jul 2017 • 19 days so far...

TWEET HIGHLIGHTS

Top Tweet earned 30 impressions

Why our world-class security monitoring compliance software is perfect for our latest client paragonrisk.com.au/2017/07/10/why...
pic.twitter.com/PEBZeyX8jV

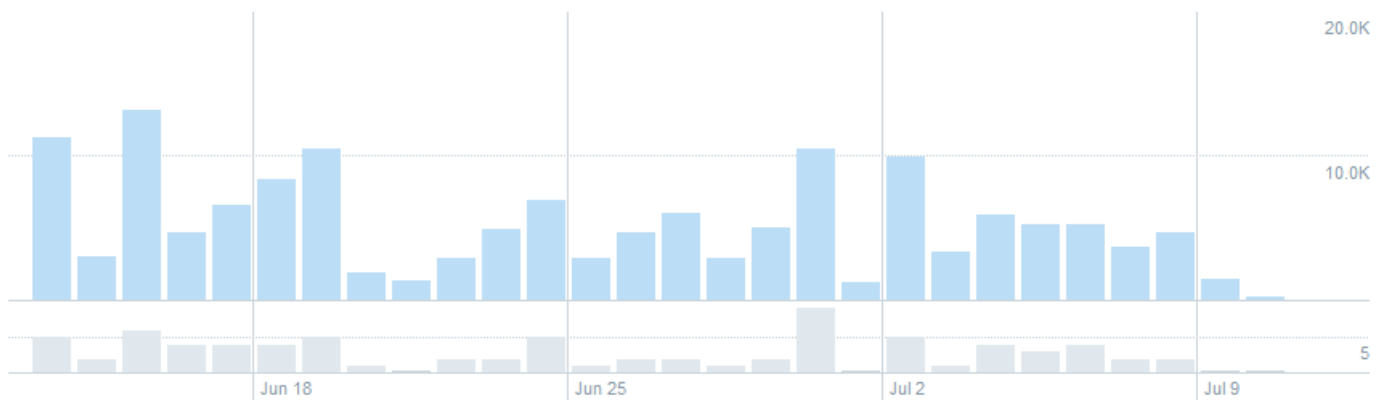


Top media Tweet earned 26 impressions

How we build meaningful long-term relationships with our clients
paragonrisk.com.au/2017/06/30/how...
pic.twitter.com/6ndGGVsqib



Your Tweets earned **150.5K impressions** over this 28 day period



Link clicks

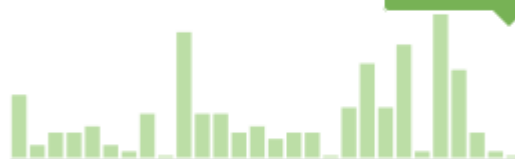
843



On average, you earned **30 link clicks** per day

Retweets

181



On average, you earned **6 Retweets** per day

Jul 10
2 link clicks

Jul 20
0 Retweets

Actions on Page

June 21 - July 18

24

Total Actions on Page ▼67%



Page Views

June 21 - July 18

893

Total Page Views ▼17%



Page Likes

June 21 - July 18

226

Page Likes ▼57%



Reach

June 21 - July 18

75,792

People Reached ▲36%



Post Engagements

June 21 - July 18

20,317

Post Engagement ▲53%



Messages

June 21 - July 18

90%

Response Rate ▲3%

192:37:11

Average Response Time ▲9,899%

Top performing post



Paragon Risk Management

Published by Luke Buckmaster [?] · July 10 at 3:42pm ·

Like Page

Paragon is thrilled to welcome Sydney's Nirimba Education Precinct to our client list. In this post we explain why our world-class security monitoring compliance software, PIRO, is perfect for large organisations such as Nirimba.



349 People Reached

21 Likes, Comments & Shares

19 Likes 19 On Post 0 On Shares

1 Comments 1 On Post 0 On Shares

1 Shares 0 On Post 1 On Shares

26 Post Clicks

0 Photo Views 9 Link Clicks 17 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post 0 Hide All Posts

0 Report as Spam 0 Unlike Page

Other posts

Date	Image	Text	Location	Reach	Engagements	Clicks
07/10/2017 3:42 pm		Paragon is thrilled to welcome Sydney's Nirimba Education Precinct	🌐	349	21	26
07/07/2017 2:47 pm		It gives me great pleasure to announce that Paragon has been suc	🌐	481	33	56
06/30/2017 3:29 pm		Recently two of Paragon Risk Management's major clients have gi	🌐	749	42	83
06/26/2017 7:21 pm		It gives me great pleasure to advise that We have renewed our con	🌐	841	50	173