INSIGHTS

Performance indicators

Actionable indicators calculated from your existing analytics data.

2026-10-30 — 2026-11-05

Performance indicators

PAGES PER VISIT

1.04

Average number of pageviews generated by each visit.

↑ 3.7%

EVENTS / 100 VISITS

0.0

Event completions normalized for every 100 visits.

— No prior data

UTM REACH

14.8%

Share of visits containing at least one standard UTM parameter.

— No prior data

TOP 5 CONCENTRATION

100.0%

Share of pageviews generated by your five most viewed pages.

↑ 0.0%

AVERAGE ACTIVE TIME

7 sec

Average time a visitor remains active on each loaded page.

↓ 43.8%

AVERAGE VISIBLE TIME

7 sec

Average time each page is visible and its browser window has focus.

↓ 46.0%

ATTENTION RATE

100.0%

The percentage of visible time during which visitors remain active.

↑ 4.0%

AI traffic snapshot

Visits attributable to links opened from AI assistants and search tools.

ATTRIBUTABLE VISITS

4

Previous: 0

TRAFFIC SHARE

14.8%

Previous: 0.0%

TOP PLATFORM

ChatGPT

4 visits

Campaign attribution

Each UTM visit is counted once.

UTM-attributed visits	**4**
UTM reach	**14.8%**
Top campaign concentration	**0.0%**

Top campaign	**No data**
Top source	**chatgpt.com**
Top medium	**No data**
Top term	**No data**
Top content	**No data**

UTM visit totals include data collected since 2026-08-06, when this metric was enabled.

Conversion insights

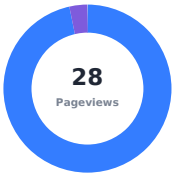
Aggregated goals, without visitor identifiers.

No goals configured. Create a goal to measure business outcomes from your traffic.

Where your visits come from

Direct traffic	21 · 67.7%
Search traffic	6 · 19.4%
AI traffic	4 · 12.9%
Social traffic	0 · 0.0%
Other referrals	0 · 0.0%

How visits navigate



Total pageviews generated by all visits.

Entry pageviews	27 · 96.4%
Additional pageviews	1 · 3.6%

Visits	27
Pageviews	28
Completed events	0
UTM-attributed visits	4

Top signals

What stood out in the selected period.

TOP PAGE

/

Most viewed page in this period.

23 Pageviews 82.1%

TOP LANDING PAGE

/

First page of most visits.

23 Visits 85.2%

TOP COUNTRY

Spain

Country generating the most visits.

14 Visits 51.9%

TOP DEVICE

Desktop

Device used in most visits.

18 Visits 66.7%

PEAK HOUR

18:00

Time with the most visits.

5 Visits 18.5%