

Google Analytics - liikenteen lähteet

ARFFMAN

PART OF BARONA

Google Analytics - liikenteen lähteet

Oct 27 - Nov 23, 2025

Overall Traffic

- **Total sessions:** 3,477 (−2.6% compared to the previous period)
- **Engaged sessions:** 2,162 (+7.35%)
- **Active users:** 1,973 (−15.8%)
- **New users:** 1,671 (−19.3%)

1. Landing Page Report

- Total sessions: **3,477**
- Top landing pages: **Home page (/)** dominates traffic, followed by **(not set)** and **/ota-yhteyttä** (contact page).

2. Session Campaign Report

- Largest traffic source by campaign: **Organic** (66%).
- **Direct** accounts for ~19%, **Referral** for ~12%.

3. Source / Medium Report

- Top source/medium: **google / organic** (60%).
- **(direct) / (none)** is second (19%).

4. Default Channel Group Report

- **Organic Search:** 67% of all sessions
- **Direct:** 19%
- **Referral:** 10%

ARFFMAN

PART OF BARONA

A R F F M A N

PART OF BARONA

#parapolkutyöhön