How does your site stack up?

Based on over 5.5 million sessions from 75 Industry diverse websites between July 1 and October 31, 2023.

1 · Pages Per Session

1.93

The average number of pages a user opens per visit to the site

2 · Scroll Depth

54.73%

The average amount of page content a users sees of a page.

3 · Dead Clicks

10.72%

The average number of times a user clicked or tapped on a page with no effect.

4 · Rage Clicks

0.28%

The average number of times a user rapidly clicked or tapped a small area.

5 · Quick Backs

12.39%

The average number of times a user visits a page before quickly returing to the previous.