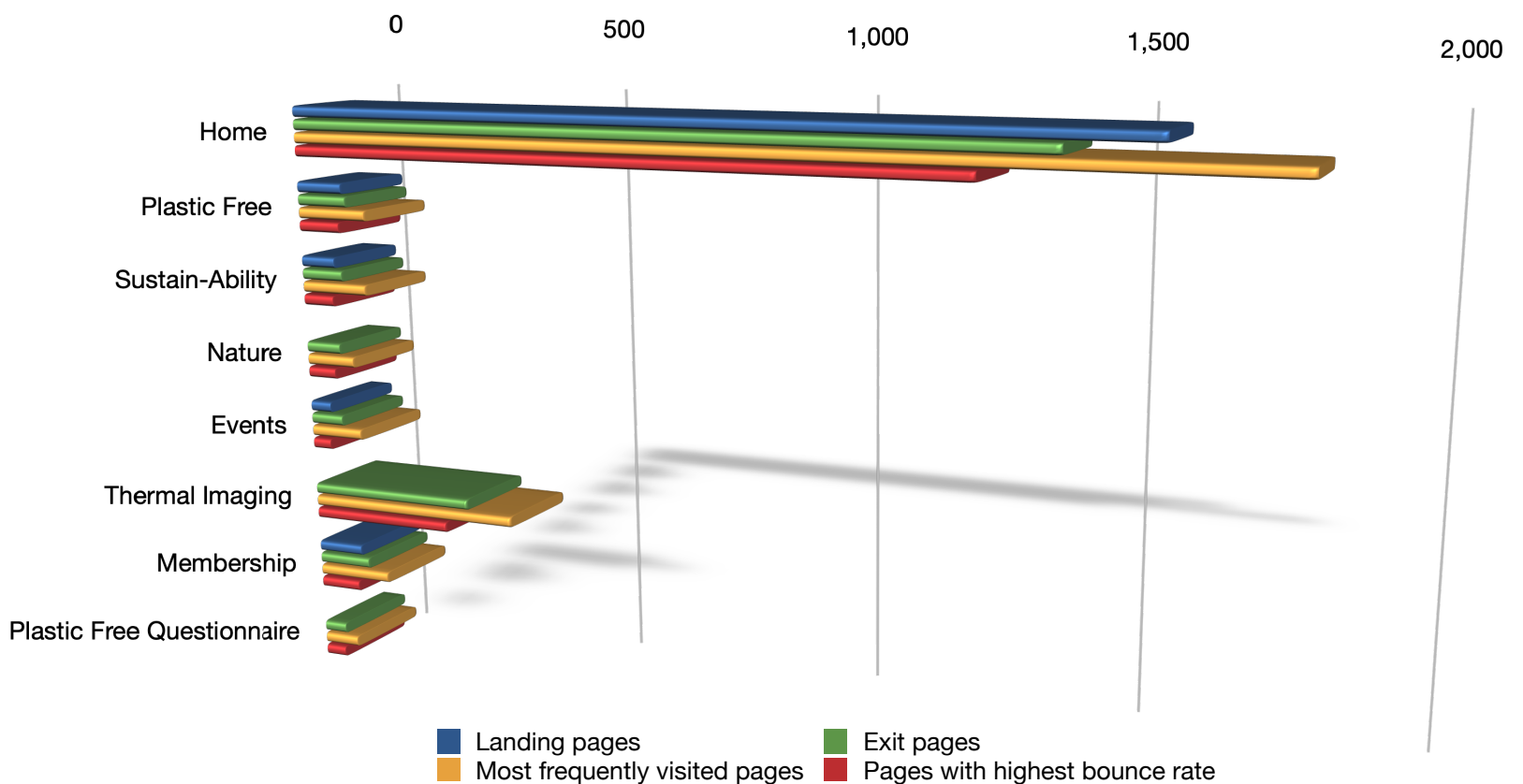




# Royston Environmental Group

Website analytical statistics for the period  
1st January 2024 to 31st December 2024



	Landing pages	Exit pages	Most frequently visited pages	Pages with highest bounce rate
Home	1,588	1,424	1,810	1,285
Plastic Free	92	100	139	83
Sustain-Ability	69	84	133	62
Nature		70	98	57
Events	42	66	105	37
Thermal Imaging		326	416	279
Membership	91	106	146	81
Plastic Free Questionnaire		45	70	41

## Landing page

Page that appears first when a visitor opens the website.

## Exit page

Pages after which visitors most frequently left the website.

## Most frequently visited page

Pages of the website which were visited most often within a visit.

## Pages with highest bounce rate

The number of visitors who leave a website right after the landing page without any further interaction with the website.

## Summary

The most obvious page to start a visit to a website is the Home page. It is not necessarily the most frequently visited as, during any one visit, it can be opened multiple times. It is also the most like to receive “bounces” where a page is opened and then closed immediately, if the visitor had no interest in the sites content. This value can be distorted by visiting “bots” trailing the web.

The page that has shown the second highest visitations is the Thermal Imaging page. While some of the numbers generated on this page are a result ion testing while the page was constructed, the number is visits indicates that the topic is generating a significant interest. However, this also shows the highest number of visitors leaving the website without going to other pages. This does not necessarily indicate a lack of interest in the topic, as it could be the reason for the visit in the first place and, once read, the visit ends.

The other pages show very similar visitations when compared one with another with none showing a high volume of traffic.