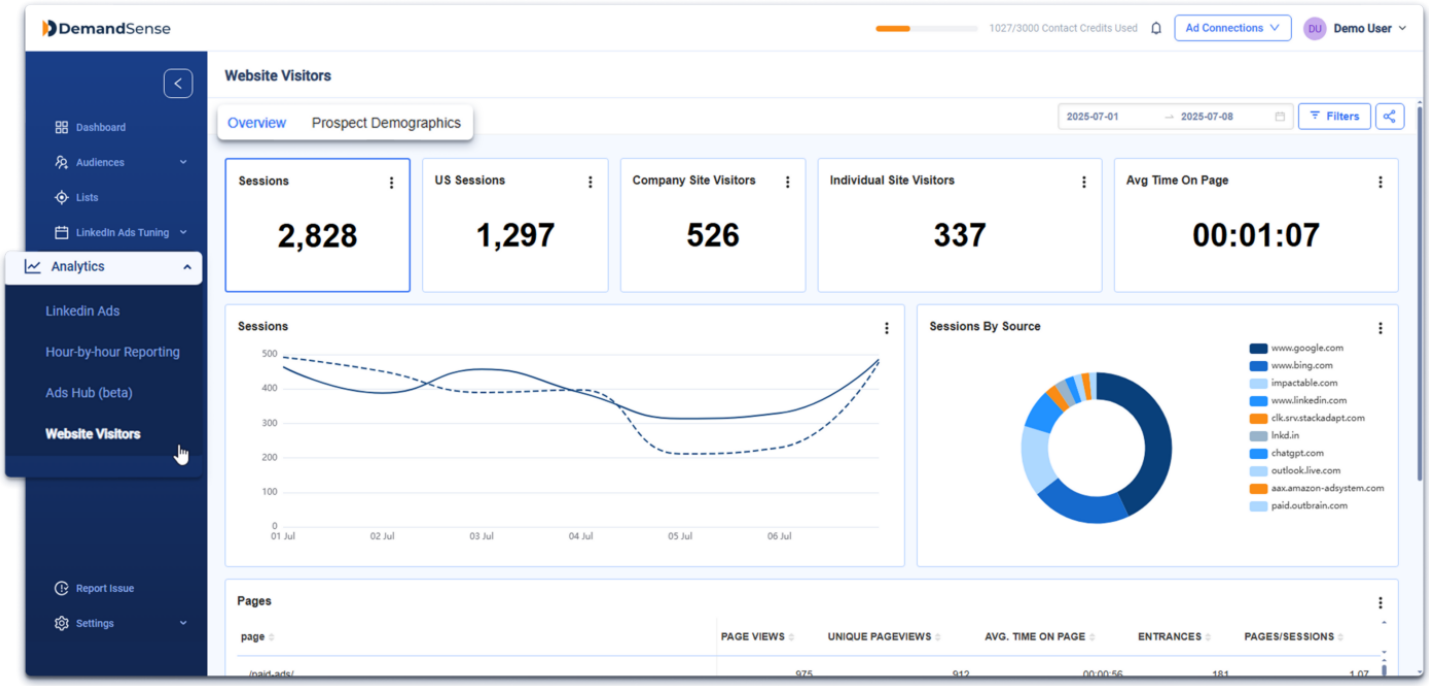
Website Visitor Analytics

Website Visitor Identification · https://knowledgebase.demandsense.com/docs/website-visitor-analytics/

The **Website Visitors Report**, found under **Analytics → Website Visitors**, offers a detailed view of how people are engaging with your website. It helps you understand not just how much traffic you're receiving, but also who your visitors are and what they do on your site. The report is divided into two sections: **Overview** and **Prospect Demographics**.

Overview Tab

The **Overview** tab highlights key performance metrics that show how your website is performing in terms of visitor volume and engagement.

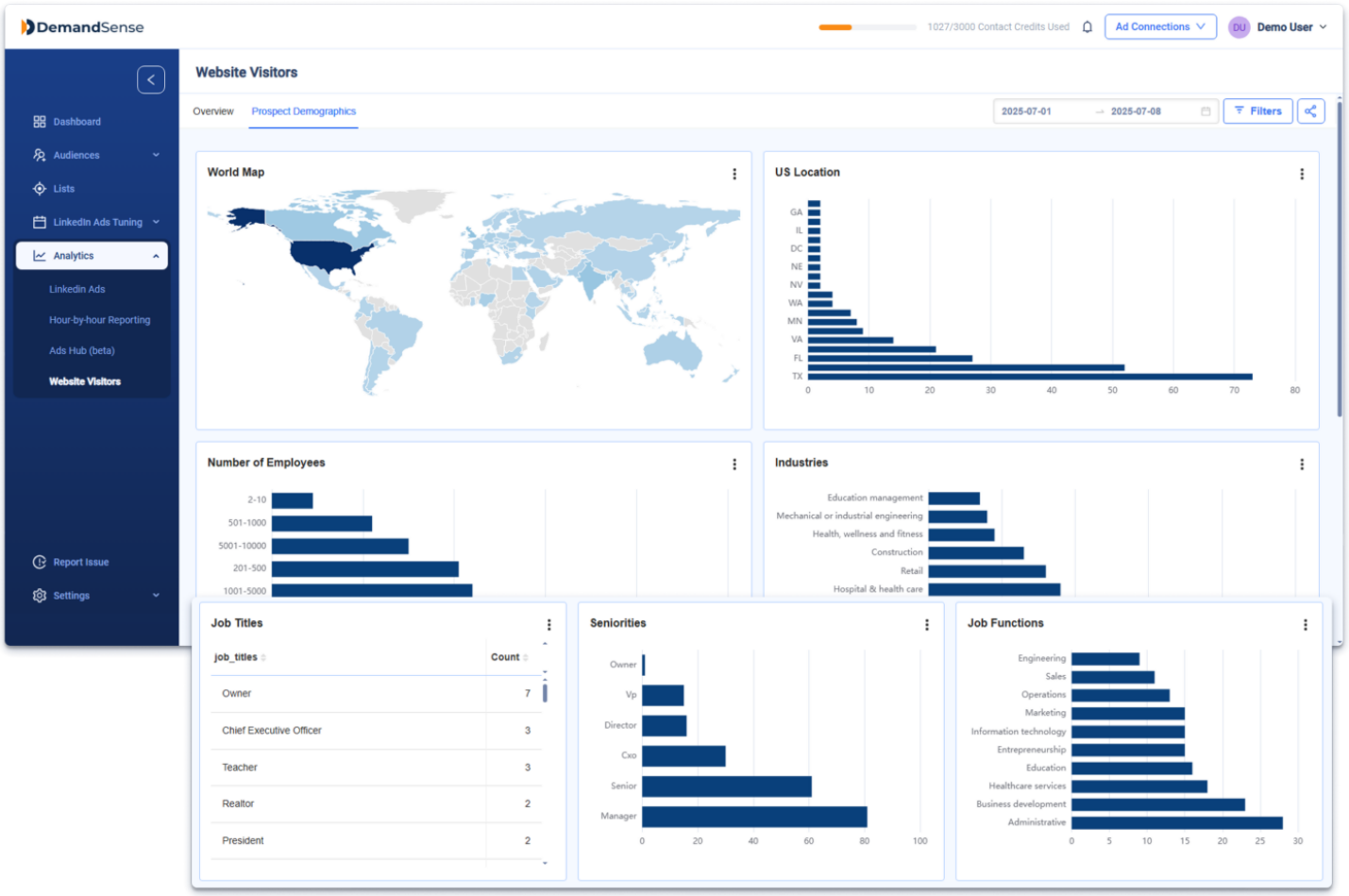


You'll see total session counts, the number of identified professional profiles and companies, and the average time spent on your pages. It also breaks down where your traffic is coming from—such as direct visits, search engines, or referral sources—and gives you insight into how individual pages perform. This allows you to quickly spot which areas of your website are capturing the most attention

and which may need improvement.

Prospect Demographics Tab

The second tab focuses on the characteristics of your website visitors. This includes both demographic and firmographic data, such as visitor location, industry, job function, company size, job title, and seniority level.



These visualizations make it easy to assess whether the people visiting your site align with your target audience. For example, you can quickly identify if you're attracting decision-makers from relevant industries or if traffic is skewing toward roles outside your ideal customer profile.

Why It’s Useful

Together, these two views give you a comprehensive understanding of your website’s performance, from general engagement to visitor quality. This helps you make better decisions about your content,

marketing strategy, and outreach efforts.

Whether you’re trying to evaluate campaign performance or fine-tune your messaging, the Website Visitors Report makes it easier to turn traffic data into actionable insights.