

WebsiteIQ – Web Traffic Metrics: Website Visitors, Pageviews, Average Monthly Traffic

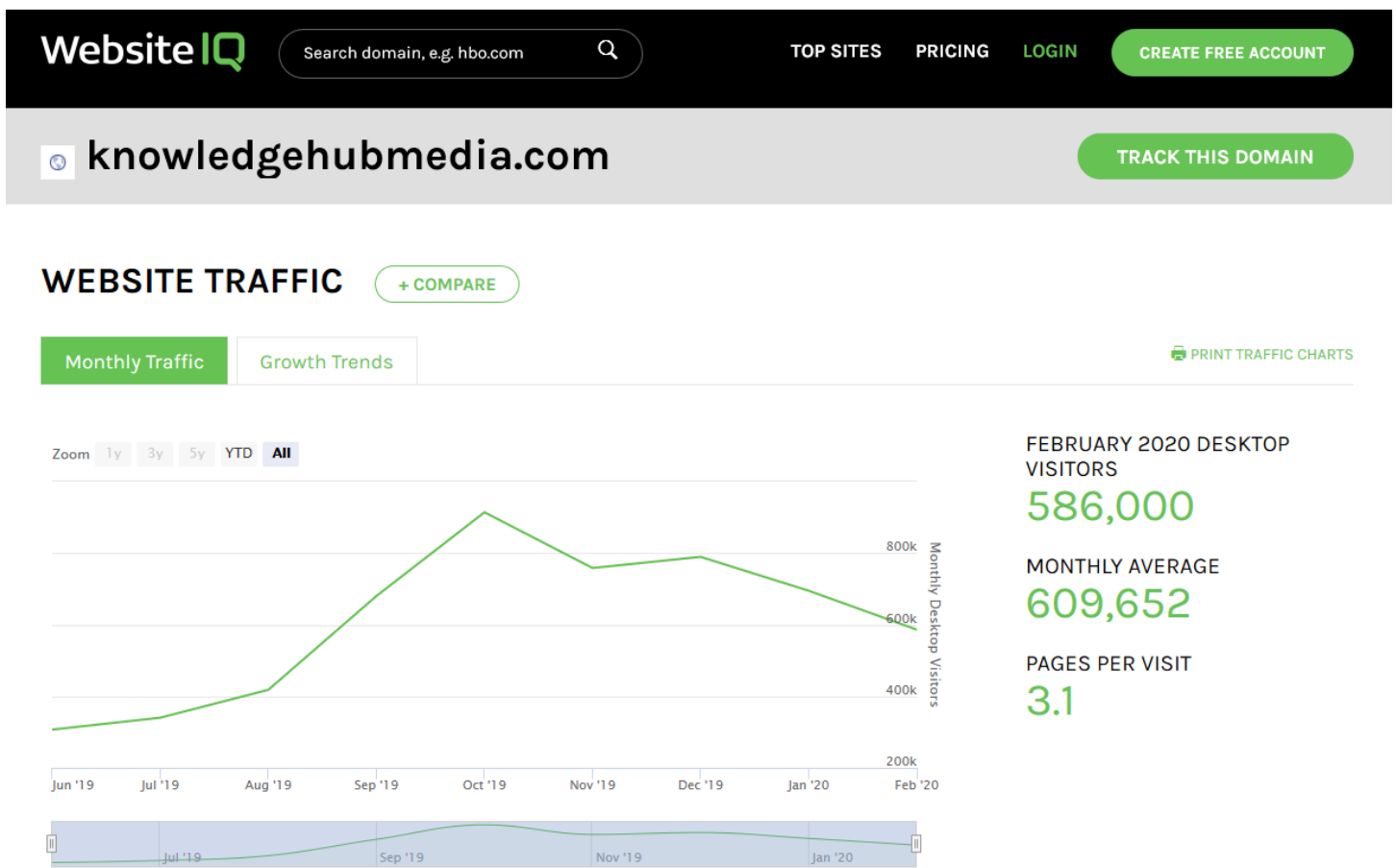
To quickly pull our estimated monthly website traffic – meaning unique visitors and total pageviews – please refer to WebsiteIQ: <https://www.websiteiq.com/domain/knowledgehubmedia.com/>

WebsiteIQ provides the following monthly metrics for Knowledge Hub Media web traffic across three main categories:

- **Desktop Visitors** – Total website visitors for the current month (e.g. “February 2020” in the example below).
- **Monthly Average** – Running 30-day average number of website visitors (average based on previous 12 months).
- **Pages Per Visit** – The average number of pages that each visitor views before leaving the website.

Note: WebsiteIQ only provides metrics on desktop traffic...

In other words, those visiting websites using operating Systems like Windows 10 and MacOS – or more easily put – people using desktop web browsers like Microsoft Edge, Mozilla Firefox or Google Chrome. Website visitors using mobile platforms (Android or iOS) are not even accounted for in these totals. Even so, the numbers below are still good enough to be used as baseline/benchmark values...



So, based on the data above, which was pulled on 3/19/2020, this is how we can answer questions about web traffic...

Average Monthly Website Traffic: 609,652 Visitors/Month

Average Pageviews Per Visitor: 3.1 Pages/Visitor

Average Monthly Pageviews: 1,889,921 Pageviews/Month (i.e. 609,652 Visitors x 3.1 Pages/Visitor)

Total Website Visitors for February 2020: 586,000 Visitors

Total Pageviews for February 2020: 1,816,600 Pageviews (i.e. 586,000 February 2020 Visitors x 3.1 Pages/Visitor)



Alexa – Website Analytics: KHM Top 25K in Worldwide Traffic, Users Onsite 83% Longer

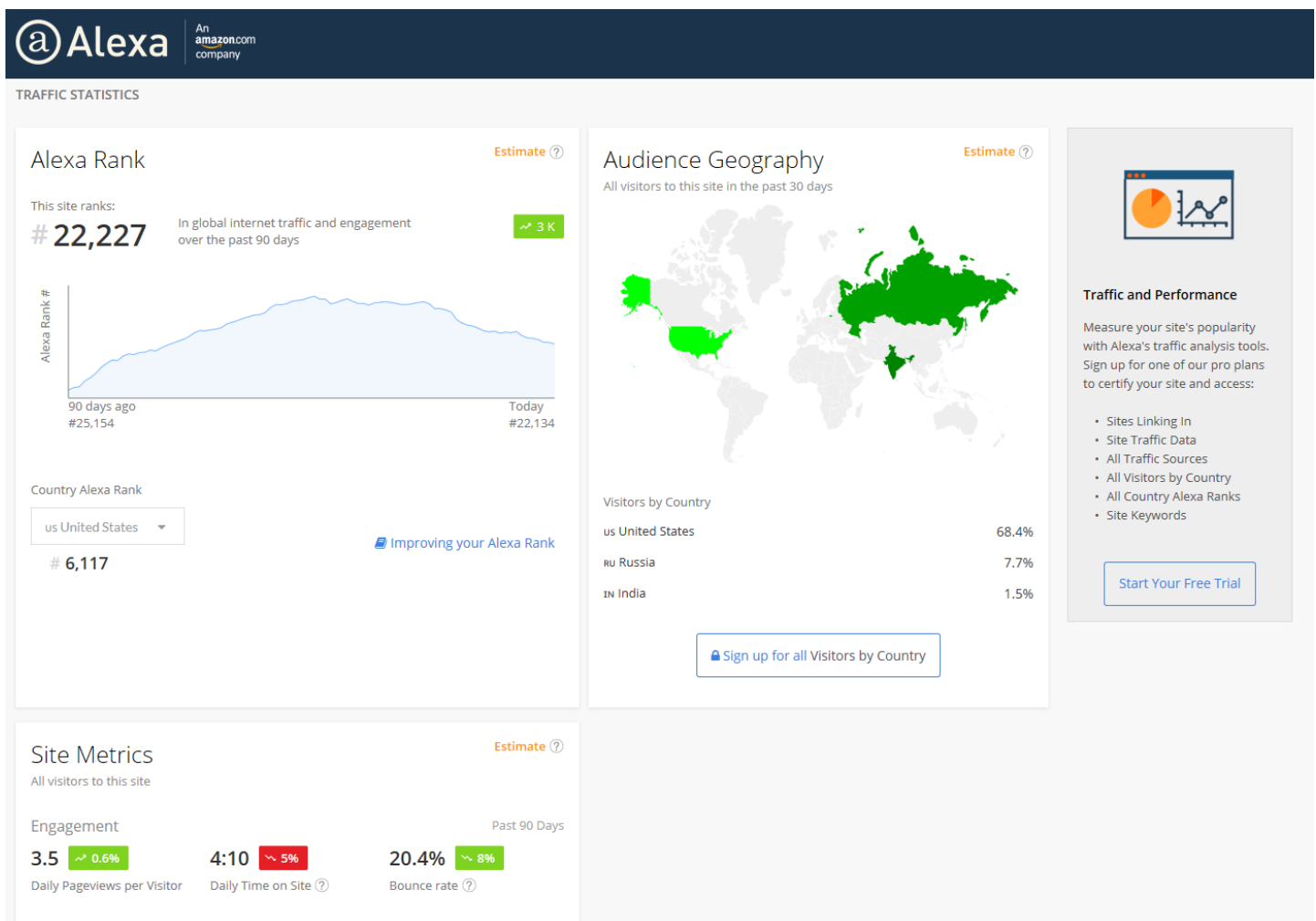
You can obtain more in depth web traffic analytics via Alexa: <https://www.alexa.com/siteinfo/knowledgehubmedia.com>

It's worth noting that as of the day the screenshot below was pulled (3/19/2020), **Knowledge Hub Media ranks #22,227 in global internet traffic** – which is excellent. And **in the United States, specifically, Knowledge Hub Media ranks #6,117 in traffic**. These rankings are derived from metrics compared against all other website, across the entire internet.

Also, according to Alexa's analytics, the average number of pages per user is slightly higher than WebsiteIQ's estimate at 3.5 pages/visitor. It is also worth noting that the average time spent onsite per user is 4:10 (4 minutes, ten seconds)...

According to [Brafton \(2017\)](#) – and a [2020 research analysis by The Daily Egg](#) – this is a very favorable score. Especially for a B2B focused website. By comparison, the average time spent onsite – across all other websites – is only 2:17 (2 minutes, 17 seconds). So, at 4 minutes 10 seconds, Knowledge Hub Media users spend about 83% more time onsite when compared to all other websites across the entire internet (i.e. KHM: 250 seconds vs. OTHERS: 137 seconds).

Also, according to [RocketFuel](#) data analysis, the average website's bounce rate is 49%. KHM is well below that, at 20.4%.



Global Website Traffic Rank: #22,227

United States Website Traffic Rank: #6,117

Daily Pageviews Per Visitor: 3.5 Pageviews/Visitor

Daily Time Spent Onsite: 4:10 (4 Minutes, 10 Seconds)... That's 83% above average compare to other sites.

Average Bounce Rate: 20.4%... Which is 58% above the average website's bounce rate.

