

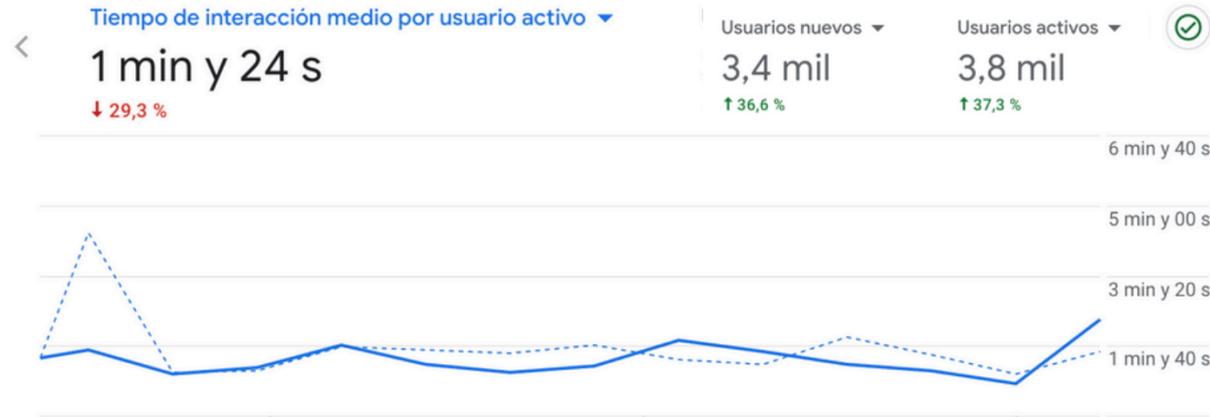
J A N U A R Y



2017  
Gruit  
COM.MX

# TRAFFIC AND USERS AQUISITION

1



3

	Total	5.989	2.622
		100 % respecto al total	100 % respecto al total
<input checked="" type="checkbox"/>	Total		
<input checked="" type="checkbox"/>	1 Direct	2.745 (45,83 %)	1.025 (39,09 %)
<input checked="" type="checkbox"/>	2 Organic Social	1.455 (24,29 %)	563 (21,47 %)
<input checked="" type="checkbox"/>	3 Organic Search	1.164 (19,44 %)	759 (28,95 %)
<input checked="" type="checkbox"/>	4 Unassigned	368 (6,14 %)	103 (3,93 %)
<input checked="" type="checkbox"/>	5 Referral	266 (4,44 %)	170 (6,48 %)
<input type="checkbox"/>	6 Organic Video	2 (0,03 %)	1 (0,04 %)

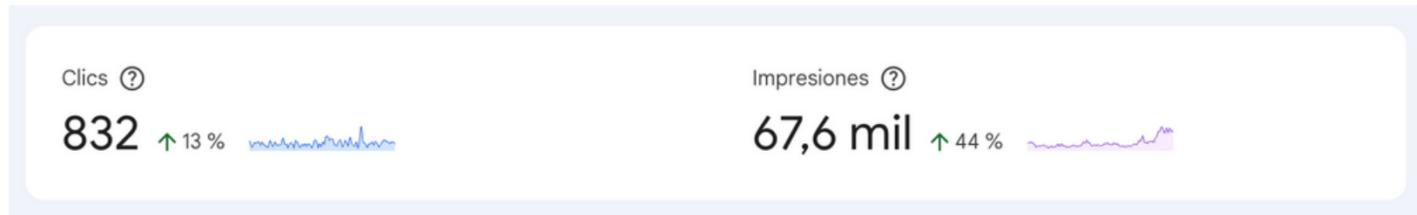
2

	Total	14.170	3.795	3,73	1 min y 24 s
		100 % respecto al total	100 % respecto al total	Media 0 %	Media 0 %
<input checked="" type="checkbox"/>	Total				
<input checked="" type="checkbox"/>	1 What To Do   This Week In Guadalajara	3.294 (23,25 %)	1.454 (38,31 %)	2,27	25 s
<input checked="" type="checkbox"/>	2 Partnership Plans   This Week in GDL	1.108 (7,82 %)	441 (11,62 %)	2,51	39 s
<input checked="" type="checkbox"/>	3 A TALE OF TWO LIFESTYLES IN GUADALAJARA	857 (6,05 %)	694 (18,29 %)	1,23	48 s
<input checked="" type="checkbox"/>	4 Events   This Week in GDL	594 (4,19 %)	119 (3,14 %)	4,99	5 min y 13 s
<input checked="" type="checkbox"/>	5 Posts/Blog   This Week in GDL	427 (3,01 %)	122 (3,21 %)	3,50	1 min y 02 s
<input type="checkbox"/>	6 Paywall   This Week in GDL	383 (2,7 %)	88 (2,32 %)	4,35	37 s
<input type="checkbox"/>	7 Christmas & NYE in GDL	382 (2,7 %)	201 (5,3 %)	1,90	23 s
<input type="checkbox"/>	8 Partners   This Week in GDL	313 (2,21 %)	131 (3,45 %)	2,39	54 s
<input type="checkbox"/>	9 Membership   This Week in GDL	312 (2,2 %)	122 (3,21 %)	2,56	30 s
<input type="checkbox"/>	10 Checkout   This Week in GDL	292 (2,06 %)	107 (2,82 %)	2,73	1 min y 58 s

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	Total	3.795	3.360	2.622
		100 % respecto al total	100 % respecto al total	100 % respecto al total
<input checked="" type="checkbox"/>	Total			
<input checked="" type="checkbox"/>	1 United States	1.677 (44,19 %)	1.498 (44,58 %)	980 (37,38 %)
<input checked="" type="checkbox"/>	2 Mexico	1.455 (38,34 %)	1.141 (33,96 %)	1.437 (54,81 %)
<input checked="" type="checkbox"/>	3 China	218 (5,74 %)	204 (6,07 %)	4 (0,15 %)
<input checked="" type="checkbox"/>	4 Canada	202 (5,32 %)	194 (5,77 %)	108 (4,12 %)
<input checked="" type="checkbox"/>	5 Singapore	51 (1,34 %)	26 (0,77 %)	7 (0,27 %)
<input type="checkbox"/>	6 United Kingdom	35 (0,92 %)	32 (0,95 %)	20 (0,76 %)
<input type="checkbox"/>	7 India	27 (0,71 %)	25 (0,74 %)	18 (0,69 %)
<input type="checkbox"/>	8 Vietnam	22 (0,58 %)	22 (0,65 %)	4 (0,15 %)
<input type="checkbox"/>	9 Indonesia	17 (0,45 %)	17 (0,51 %)	5 (0,19 %)
<input type="checkbox"/>	10 Peru	15 (0,4 %)	15 (0,45 %)	11 (0,42 %)

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Arriba	Tendencia al alza	Tendencia a la baja	Clics
	What To Do   This Week In Guadalajara <a href="https://www.thisweekinguadalajara.com/">https://www.thisweekinguadalajara.com/</a>	↑ 24 %	554
	PROS & CONS to Live in GDL   This Week in GDL <a href="https://www.thisweekinguadalajara.com/pros-cons-of-gdl">https://www.thisweekinguadalajara.com/pros-cons-of-gdl</a>	↓ 15 %	78
	A PERFECT SUNDAY IN GUADALAJARA 🌟 <a href="https://www.thisweekinguadalajara.com/post/a-perfect-sunday-in-guadalajara">https://www.thisweekinguadalajara.com/post/a-perfect-sunday-in-guadalajara</a>	↑ 25 %	69
	Arts   This Week in GDL <a href="https://www.thisweekinguadalajara.com/art-museums">https://www.thisweekinguadalajara.com/art-museums</a>	↑ 3 %	39
	Membership   This Week in GDL <a href="https://www.thisweekinguadalajara.com/membership">https://www.thisweekinguadalajara.com/membership</a>	↑ 425 %	21

Arriba Tendencia al alza Tendencia a la baja Clics

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this week in guadalajara	↑ 36 %	91
guadalajara events	↑ 15 %	2
big guadalajara	↓ 14 %	
events guadalajara	↑ 450 %	11
events in guadalajara	↑ 43 %	10

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### Países principales <sup>?</sup>

País	Clics
México	66 %
Estados Unidos	24 %
Canadá	6 %
La India	<1 %
Reino Unido	<1 %

## 1. ENGAGEMENT & TRAFFIC OVERVIEW

AVERAGE INTERACTION TIME IS 1 MIN 24 SEC (-29.3%). HOWEVER, THIS IS BALANCED BY STRONG GROWTH IN VOLUME: NEW USERS REACHED 3.4K (+36.6%), ACTIVE USERS INCREASED TO 3.8K (+37.3%), AND OVERALL TRAFFIC CONTINUES TO SCALE. THIS INDICATES BROADER REACH, EVEN WITH SLIGHTLY SHORTER SESSIONS.

## 2. TOP-PERFORMING PAGES

THE MAIN DRIVER REMAINS WHAT TO DO | THIS WEEK IN GUADALAJARA WITH 3,294 VIEWS, FOLLOWED BY PARTNERSHIP PLANS AND A TALE OF TWO LIFESTYLES IN GUADALAJARA. EVENT-BASED AND MEMBERSHIP-RELATED PAGES ALSO SHOW HEALTHY TRACTION, CONFIRMING INTEREST ACROSS BOTH DISCOVERY AND CONVERSION-ORIENTED CONTENT.

## 3. TRAFFIC SOURCES

TRAFFIC IS LED BY DIRECT (45.8%), SHOWING STRONG BRAND RECALL. ORGANIC SOCIAL (24.3%) AND ORGANIC SEARCH (19.4%) CONTINUE TO PERFORM WELL, PROVING THE BALANCE BETWEEN CONTENT DISTRIBUTION AND SEO. REFERRAL TRAFFIC ADDS QUALITY SESSIONS WITH HIGHER ENGAGEMENT.

## 4. ACTIVE USERS BY COUNTRY

THE AUDIENCE REMAINS PRIMARILY UNITED STATES (44.2%) AND MEXICO (38.3%), WITH GROWING PARTICIPATION FROM CANADA, CHINA, AND SINGAPORE, REFLECTING EXPANDING INTERNATIONAL AWARENESS.

## 5. GOOGLE SEARCH PERFORMANCE

SEARCH PERFORMANCE REMAINS STRONG WITH 832 CLICKS (+13%) AND 67.6K IMPRESSIONS (+44%), CONFIRMING INCREASED VISIBILITY IN SEARCH RESULTS AND CONTINUED GROWTH IN DISCOVERY TRAFFIC.

## 6. TOP SEARCH QUERIES

HIGH-PERFORMING QUERIES INCLUDE THIS WEEK IN GUADALAJARA, GUADALAJARA EVENTS, AND EVENTS GUADALAJARA, ALL SHOWING POSITIVE GROWTH AND REINFORCING STRONG POSITIONING AROUND HIGH-INTENT, LOCATION-BASED SEARCHES.

## 7. TOP CONTENT FROM SEARCH

SEARCH TRAFFIC IS DRIVEN MAINLY BY WHAT TO DO | THIS WEEK IN GUADALAJARA (+24%), FOLLOWED BY A PERFECT SUNDAY IN GUADALAJARA AND ARTS IN GDL. MEMBERSHIP-RELATED PAGES SHOW A NOTABLE SPIKE (+425%), SIGNALING GROWING INTEREST IN DEEPER ENGAGEMENT.

## 8. COUNTRIES BY CLICKS

CLICKS ARE LED BY MEXICO (66%) AND UNITED STATES (24%), FOLLOWED BY CANADA (6%), CONFIRMING THAT SEARCH TRAFFIC IS STRONGEST AMONG LOCAL USERS AND INTERNATIONAL VISITORS ACTIVELY PLANNING EXPERIENCES IN GUADALAJARA.



# SOCIAL MEDIA



# SOCIAL MEDIA METRICS

SOCIAL MEDIA PERFORMANCE SHOWS STRONG AND CONSISTENT GROWTH, PARTICULARLY IN VISIBILITY AND REACH TO NEW AUDIENCES, WHICH DIRECTLY SUPPORTS THE GOAL OF EXPANDING THE COMMUNITY.

- **VIEWS: 13.8K TOTAL (+63.2%), CONFIRMING A SIGNIFICANT INCREASE IN CONTENT EXPOSURE ACROSS FACEBOOK.**
- **VIEWERS: 3.5K UNIQUE USERS (+68.6%), INDICATING THAT CONTENT IS REACHING A BROADER AUDIENCE BEYOND REPEAT VIEWERS.**
- **VISITS: 1.1K VISITS (+18.8%), DEMONSTRATING THAT INCREASED VISIBILITY IS CONVERTING INTO REAL TRAFFIC AND INTEREST.**
- **INTERACTIONS: 143 TOTAL (+31.2%), REFLECTING GROWING ENGAGEMENT AS NEW USERS BEGIN INTERACTING WITH THE CONTENT.**

## KEY INSIGHT

THE SHARP RISE IN VIEWS AND UNIQUE VIEWERS HIGHLIGHTS SUCCESSFUL PENETRATION INTO NEW AUDIENCES, WHILE THE INCREASE IN VISITS AND INTERACTIONS SHOWS THAT THESE USERS ARE NOT ONLY DISCOVERING THE BRAND BUT ALSO TAKING ACTION. THIS MOMENTUM CONFIRMS THAT SOCIAL MEDIA IS CURRENTLY ONE OF THE STRONGEST CHANNELS FOR COMMUNITY GROWTH AND AWARENESS, EFFECTIVELY ATTRACTING NEW USERS AND MOVING THEM TOWARD DEEPER ENGAGEMENT.

## Estadísticas

Revisa el rendimiento.

Facebook 1 ene 2026 - 10 feb 2026

Resumen

Plan

**Resultados**

Público

Mensajes

Comparación

Contenido

Resumen

Contenido

Anuncios

Ingresos

Earnings

### Visualizaciones

Exportar

13,8 mil ↑ 63.2%



### Espectadores

Exportar

3,5 mil ↑ 68.6%



### Interacciones con el contenido

Exportar

143 ↑ 31.2%



### Visitas

Exportar

1.1 mil ↑ 18.8%



January  
February

01



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