

Statistics

October 2020

Club de l'élégance
La Passion de la Mode et du Luxe en Suisse



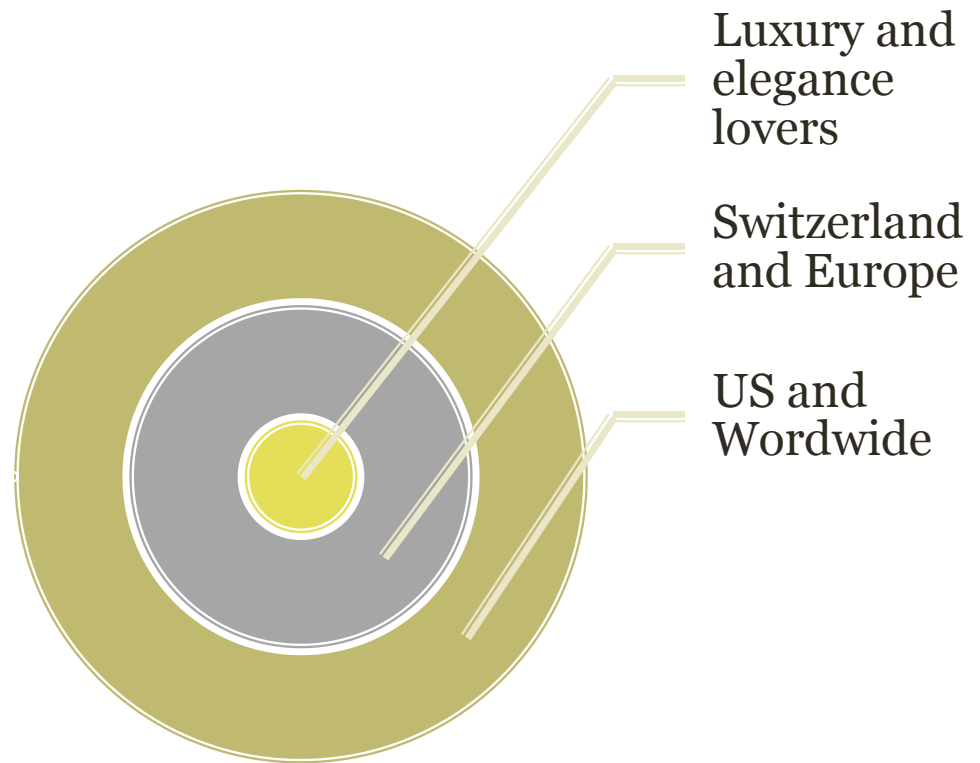
About



- ▶ The Elegance Club is about the very best of elegance fashion and luxury. This Media agency is interesting on the most elegant brands, fine jewelry, watchmaking and luxury sectors.
- ▶ It provides news from the world of luxury and elegance. It recommends the best boutiques to visit in prestigious cities such as Geneva, Paris, Milan, London, Dubai, New York, Singapore, Beijing, Moscow, Hong-Kong, Tokyo, Beverly Hills and San Diego, California.

Core target summary

- ▶ Visitors are lovers of luxury and elegance looking for exceptional products and services.
- ▶ Among them, especially those who travels to some prestigious cities around the world.



Website performance



Performance



Accessibility



Best Practices



SEO



Progressive
Web App

Monthly visitors

Visiteurs uniques ▼

Total

14,161

Maximum

568

16/10/2020

Minimum

381

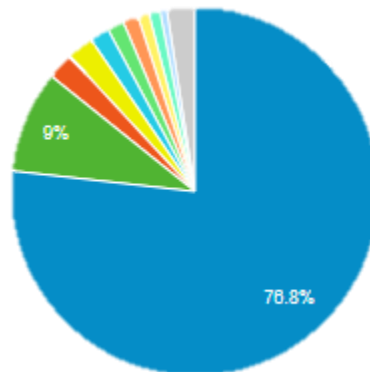
26/10/2020

Moyenne

457

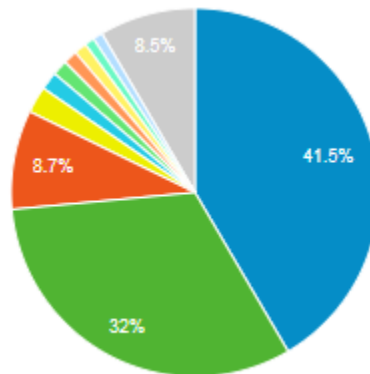
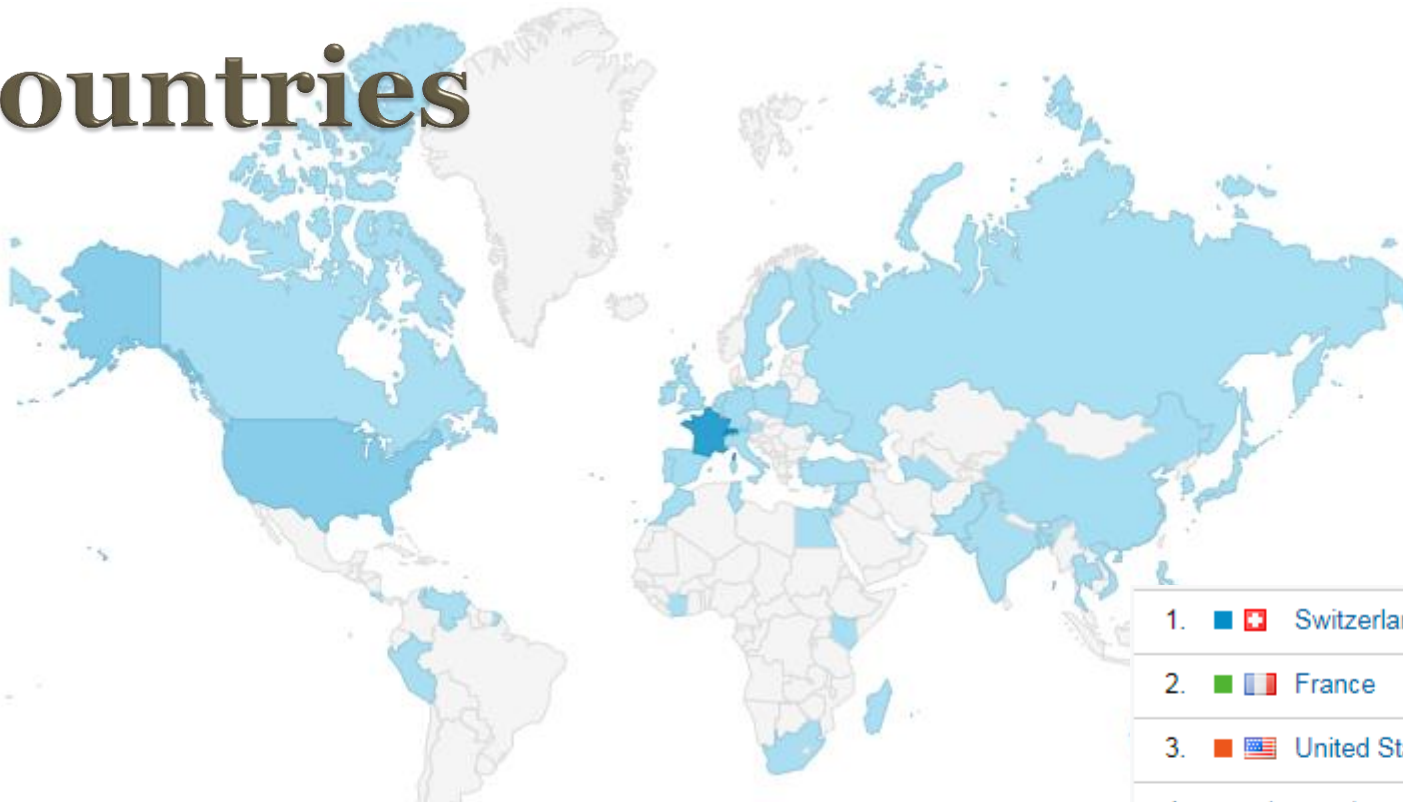


Subcontinent



1. Western Europe
2. Northern America
3. Eastern Asia
4. (not set)
5. Northern Europe
6. Southern Europe
7. Northern Africa
8. Western Asia
9. Eastern Europe
10. Southern Asia

Countries

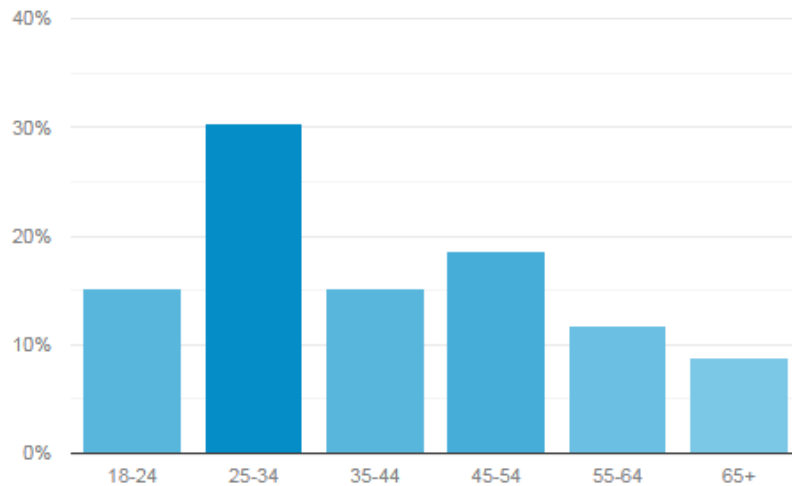


- | | | |
|-----|---|----------------|
| 1. |  | Switzerland |
| 2. |  | France |
| 3. |  | United States |
| 4. |  | (not set) |
| 5. |  | Germany |
| 6. |  | China |
| 7. |  | United Kingdom |
| 8. |  | Belgium |
| 9. |  | Spain |
| 10. |  | Morocco |

Age/Gender

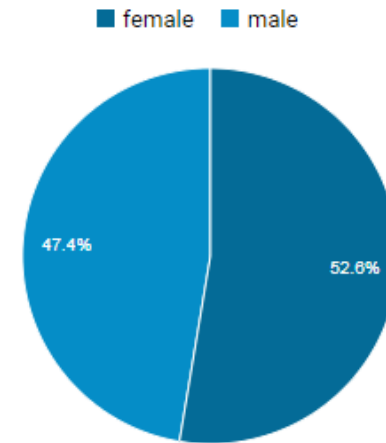
Age

25.06% of Total users



Gender

25.68% of Total users

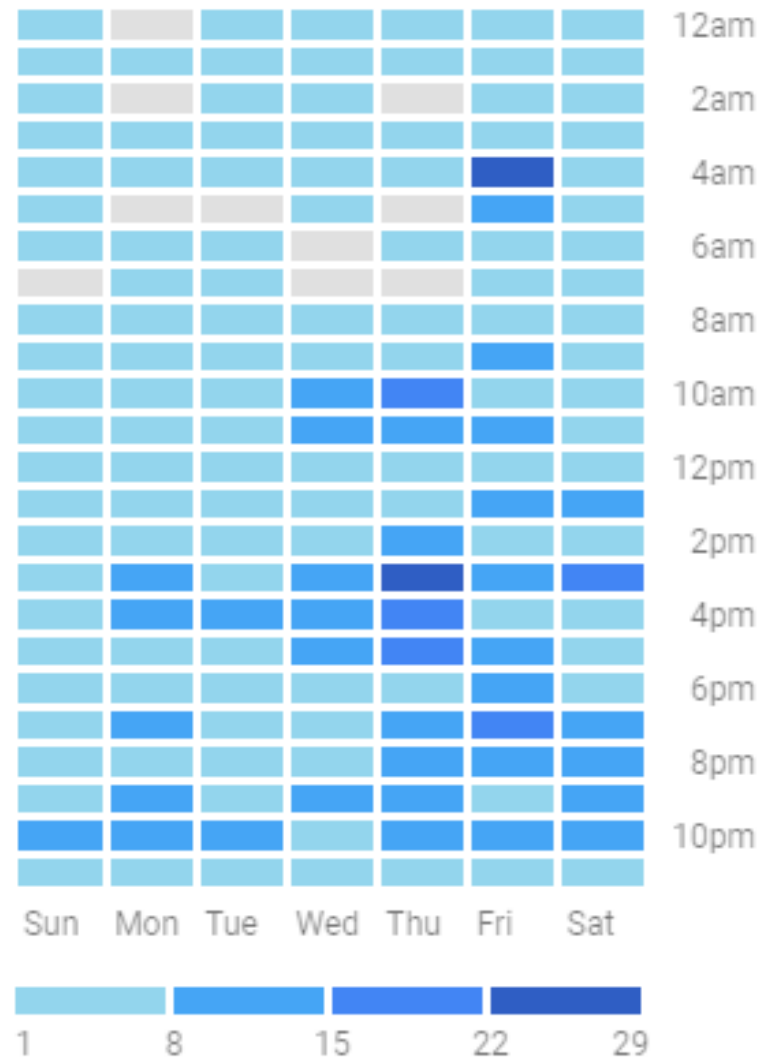


Interests

Affinity Category (reach)			In-Market Segment		
27.40% of Total users			22.24% of Total users		
3.85%		Shoppers/Value Shoppers	4.95%		Apparel & Accessories
3.04%		Media & Entertainment/Movie Lovers	4.95%		Apparel & Accessories/Women's Apparel
3.02%		Lifestyles & Hobbies/Fashionistas	4.95%		Business Services/Advertising & Marketing Services
2.88%		Travel/Travel Buffs	4.31%		Real Estate/Residential Properties/Residential Properties (For Rent)
2.82%		Lifestyles & Hobbies/Shutterbugs	4.31%		Real Estate/Residential Properties/Residential Properties (For Sale)
2.76%		Beauty & Wellness/Frequently Visits Salons	4.06%		Real Estate/Residential Properties
2.76%		Food & Dining/Foodies	3.68%		Travel/Hotels & Accommodations
2.74%		Beauty & Wellness/Beauty Mavens	3.43%		Real Estate/Residential Properties/Residential Properties (For Rent)/Apartments (For Rent)
2.74%		Lifestyles & Hobbies/Business Professionals	3.17%		Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)
2.62%		Shoppers/Luxury Shoppers	3.17%		Employment

Time of the day

Users by time of day



Devices

Sessions by device



Mobile

50.4%



Desktop

47.4%



Tablet

2.3%

Behaviour

Avg. Time on Page

00:00:21



Bounce Rate

2.99%



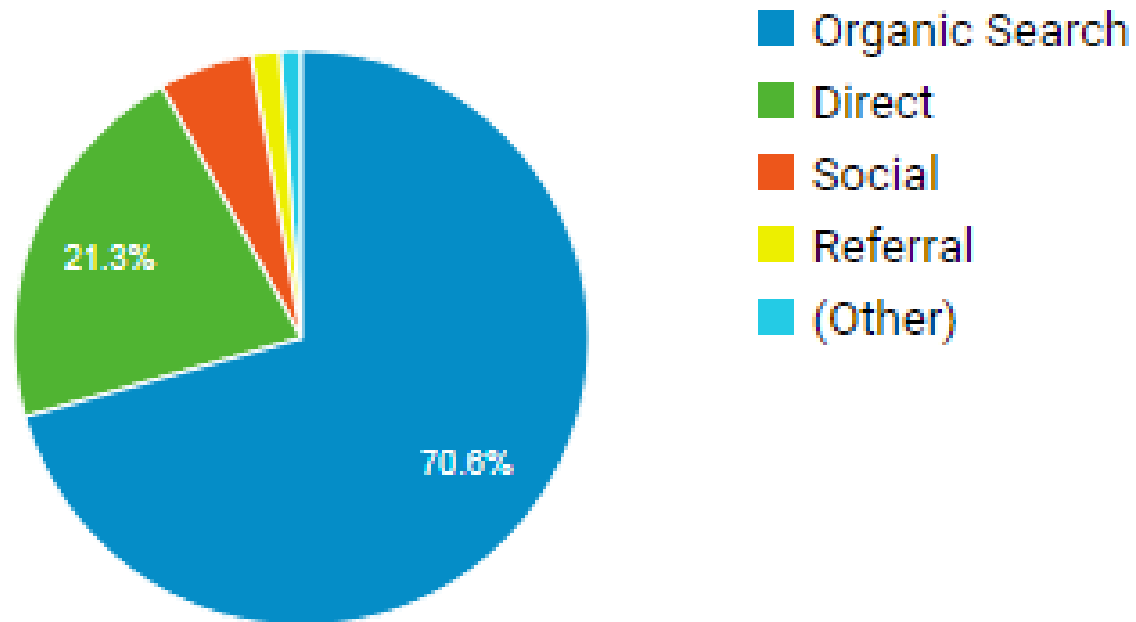
% Exit

29.73%



Acquisition

Top Channels



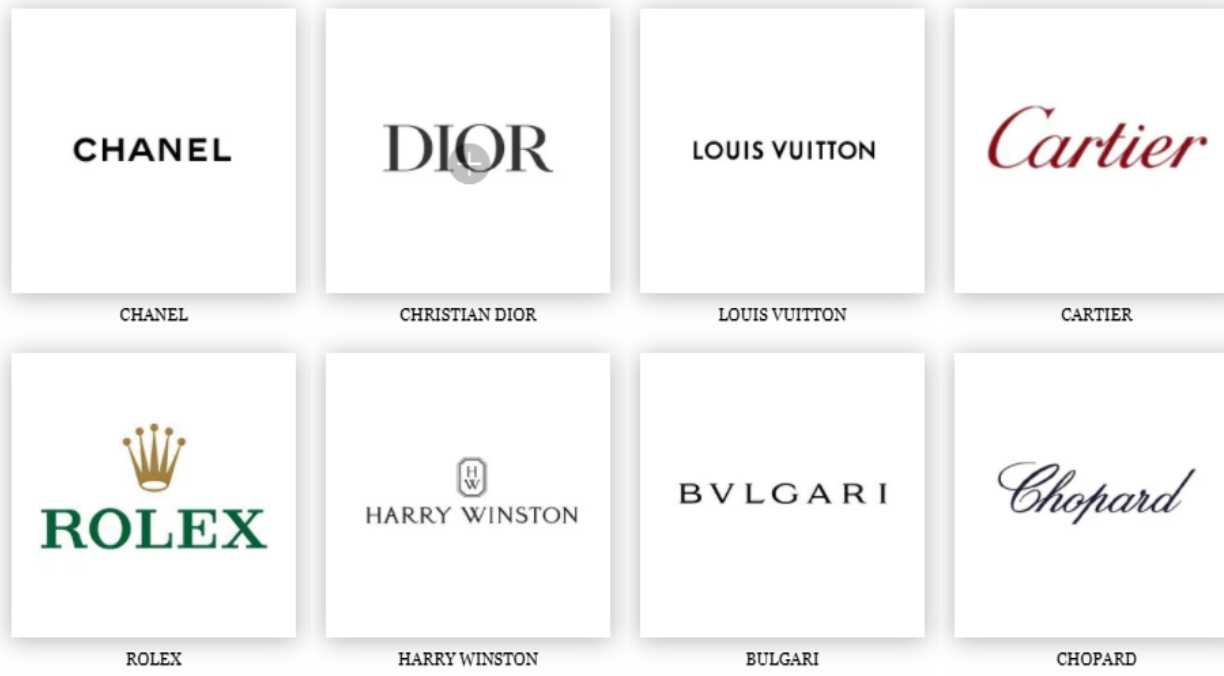
Top keywords

	☐	Keyword 📄	SERP	SERP Features	elegance-suisse.ch		
					Pos. Oct 1 📄	Pos. Oct 31 📄	Diff 📄
>	☐	élégance suisse			1	1	0
>	☐	elegance swiss			1	1	0
>	☐	secteurs du luxe			1	2	↓1
>	☐	marques de luxe			7	4	↑3
>	☐	fashion elegance			6	6	0
>	☐	elegance + add tag			7	8	↓1
>	☐	élégance			3	8	↓5
>	☐	elegance brands			15	24	↓9
>	☐	luxury sectors			41	33	↑8

Social channels

Social channels ⁱ	Followers/Subscribers ⁱ
 Instagram	9,848
 Facebook	2,157
 YouTube	1,500
 LinkedIn	464
 Twitter	384

Brands mentioned



All brands : <https://elegance-suisse.ch/marques-luxe/>

More statistics

<https://elegance-suisse.ch/a-propos/statistiques/>