Your Plausible reporting guide

Plausible · Built with Datapipe

Start with the overview. Follow the source, page or goal behind a change.

Explore the report

01 Overview
Traffic, engagement and outcomes at a glance.

02 Acquisition
Channels, sources and campaigns.

03 Entry pages
Which entry pages bring engaged visits.

04 Content
Pageviews, events and time on page.

05 Engagement & goals
Device engagement and goal conversions.

Use your own data

1 Add Plausible in Datapipe.
Paste a Stats API key, then choose your site.

2 Choose this template in Reports.
Datapipe reads your site and fills the pages.

3 Open your Data Studio copy.
Datapipe keeps the numbers up to date.

Read the numbers correctly

Goal conversions count the goals set up in Plausible. Engaged visits are visits that did not bounce.

Rates use totals, not averages of daily rates. Entry pages start visits; other pages can be viewed later.

Unique visitors are left out because they cannot be added across days. Use the date control to compare complete periods.

Sample data · A writing app’s website, 16 August–13 November 2026

Website performance

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Channel

Aug 16, 2026 - Nov 13, 2026

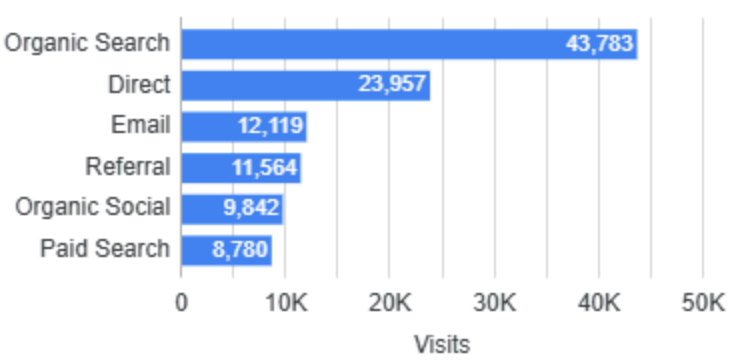
Visits	Engagement rate	Pageviews	Goal conversions
110,045	57.0%	237,484	4,937
↑ 14.3% from previous 90 days	↑ 2.0% from previous 90 days	↑ 15.3% from previous 90 days	↑ 22.4% from previous 90 days

Engaged visits	Visits with a conversion	Conversion rate	Bounce rate
62,716	4,187	3.80%	43.0%
↑ 16.6% from previous 90 days	↑ 22.4% from previous 90 days	↑ 7.0% from previous 90 days	↓ -2.5% from previous 90 days

Daily visits



Visits by Channel



	Channel	Visits ▾	Engaged visits	Engagement rate	Pageviews	Goal conversions
1.	Organic Search	43,783	24,315	55.5%	89,891	1,547
2.	Direct	23,957	14,788	61.7%	56,553	1,362
3.	Email	12,119	8,439	69.6%	34,074	1,003
4.	Referral	11,564	6,035	52.2%	22,955	340
5.	Organic Social	9,842	4,065	41.3%	15,034	108
6.	Paid Search	8,780	5,074	57.8%	18,977	577

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Rates use totals. Goal conversions count the goals set up in Plausible. Comparisons use equal periods.

Traffic acquisition

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Channel

Source

Aug 16, 2026 - Nov 13, 2026

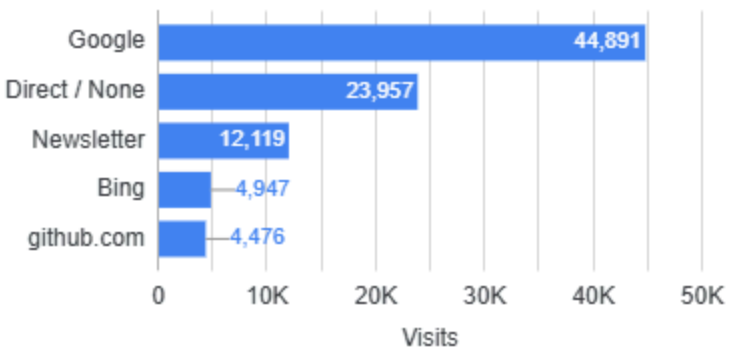
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Daily visits



Top 5 sources by visits



	Source	Campaign	Visits ▾	Engaged visits	Engagement rate	Pageviews	Goal conversions
1.	Google	(not set)	36,111	20,087	55.6%	74,308	1,274
2.	Direct / None	(not set)	23,957	14,788	61.7%	56,553	1,362
3.	Newsletter	weekly-digest	12,119	8,439	69.6%	34,074	1,003
4.	Bing	(not set)	4,947	2,622	53.0%	9,651	161
5.	Google	brand-search	4,945	3,236	65.4%	12,389	475
6.	github.com	(not set)	4,476	2,877	64.3%	11,386	215
7.	news.ycombinator.com	(not set)	4,353	1,808	41.5%	6,683	55
8.	LinkedIn	(not set)	4,350	1,929	44.3%	7,062	59
9.	Google	writing-assistant	3,835	1,838	47.9%	6,588	102
10.	Reddit	(not set)	3,282	1,309	39.9%	4,854	33

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Sources and campaigns are counted per visit. Rates use totals. Filter a source to compare its traffic and goal conversions.

Entry page performance

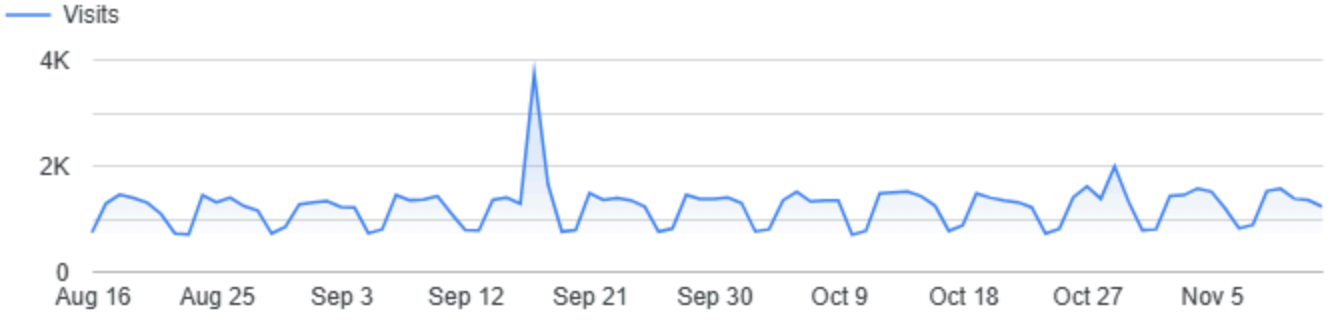
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Entry page

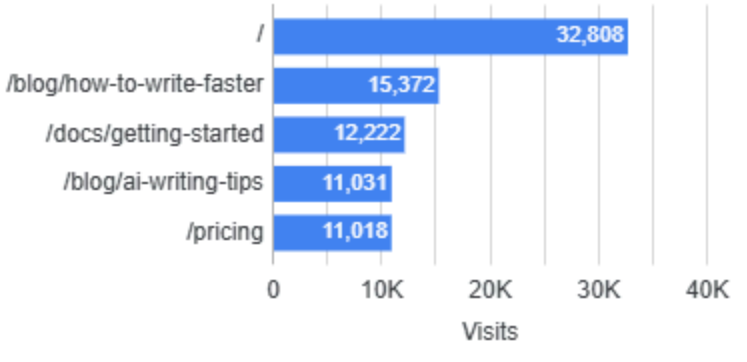
Aug 16, 2026 - Nov 13, 2026

Visits	Engaged visits	Visits with a conversion	Goal conversions
110,045	62,720	4,187	4,937
↑ 14.3% from previous 90 days	↑ 16.6% from previous 90 days	↑ 22.4% from previous 90 days	↑ 22.4% from previous 90 days

Daily visits



Top 5 entry pages by visits



	Entry page	Visits ▾	Engaged visits	Visits with a conversion	Engagement rate	Goal conversions	Conversion rate
1.	/	32,808	18,706	1,185	57.0%	1,402	3.61%
2.	/blog/how-to-write-faster	15,372	8,812	466	57.3%	553	3.03%
3.	/docs/getting-started	12,222	6,960	509	56.9%	608	4.16%
4.	/blog/ai-writing-tips	11,031	6,281	285	56.9%	333	2.58%
5.	/pricing	11,018	6,261	646	56.8%	752	5.86%
6.	/templates	9,944	5,707	480	57.4%	562	4.83%
7.	/features	8,857	5,026	375	56.7%	438	4.23%
8.	/blog/grammar-checklist	8,793	4,967	241	56.5%	289	2.74%

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Rates use visit totals. An entry page is the first page of a visit; other pages can be viewed later. Goal conversions count the goals set up in Plausible.

Content performance

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Page

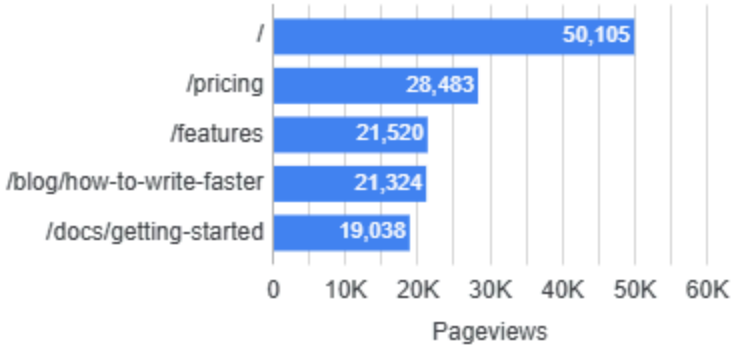
Aug 16, 2026 - Nov 13, 2026

Pageviews	Events	Time on page (hours)	Goal conversions
237,484	242,421	4,626.44	4,937
↑ 15.3% from previous 90 days	↑ 15.4% from previous 90 days	↑ 14.7% from previous 90 days	↑ 22.4% from previous 90 days

Daily pageviews



Top 5 pages by pageviews



	Page	Pageviews ▾	Events	Time on page (hours)	Time on page (sec)	Goal conversions	Share of pageviews
1.	/	50,105	50,105	525.25	37.74	0	21.10%
2.	/pricing	28,483	29,662	411.00	51.95	1,179	11.99%
3.	/features	21,520	21,520	277.88	46.49	0	9.06%
4.	/blog/how-to-write-faster	21,324	22,420	836.78	141.27	1,096	8.98%
5.	/docs/getting-started	19,038	19,038	509.61	96.37	0	8.02%
6.	/templates	18,788	19,383	317.46	60.83	595	7.91%
7.	/signup	16,785	18,852	204.69	43.90	2,067	7.07%
8.	/blog/ai-writing-tips	16,427	16,427	584.94	128.19	0	6.92%
9.	/docs/integrations	14,326	14,326	335.61	84.34	0	6.03%
10.	/blog/grammar-checklist	14,020	14,020	454.97	116.83	0	5.90%
11.	/about	9,506	9,506	86.49	32.76	0	4.00%
12.	/changelog	7,162	7,162	81.74	41.09	0	3.02%

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Time on page uses Plausible's time on page for each page, weighted by its pageviews. Hours = seconds ÷ 3,600. Events include pageviews and goal conversions.

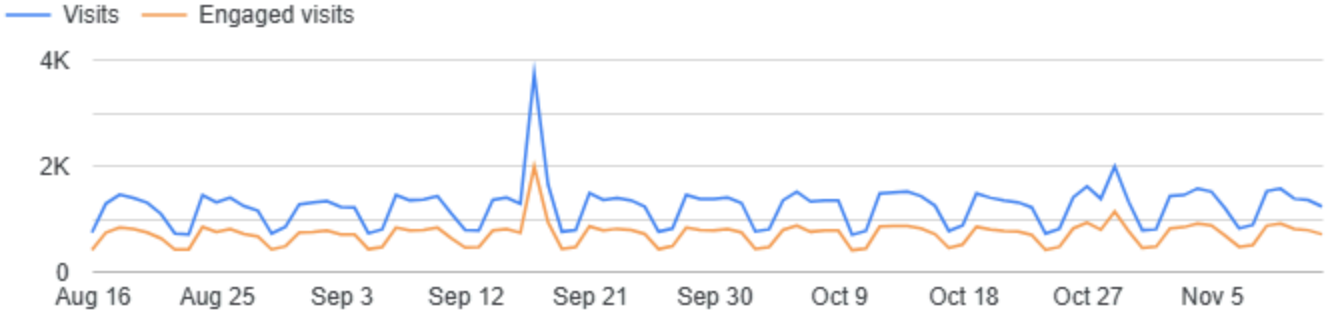
Engagement & goals

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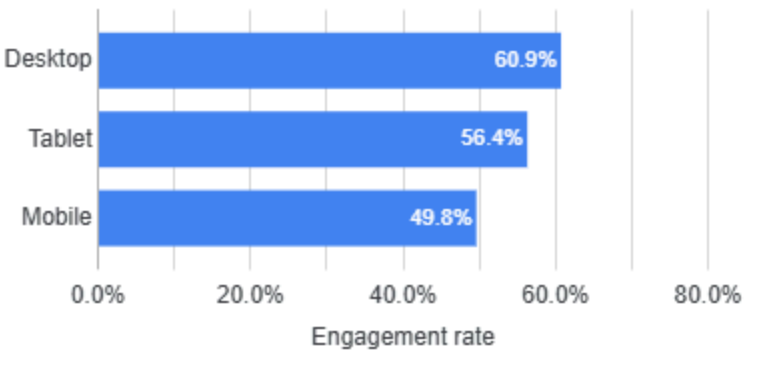
Aug 16, 2026 - Nov 13, 2026

Visits	Engagement rate	Visit duration (sec)	Goal conversions
110,045	57.0%	86.71	4,937
↑ 14.3% from previous 90 days	↑ 2.0% from previous 90 days	↑ 1.5% from previous 90 days	↑ 22.4% from previous 90 days

Daily visits & engaged visits



Engagement rate by device



	Goal	Conversions ▾	Share of conversions
1.	Signup	2,067	41.87%
2.	Start trial	1,179	23.88%
3.	Newsletter subscribe	1,096	22.2%
4.	Template download	595	12.05%

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Visit duration uses Plausible's average visit duration, weighted by visits. Engaged visits are visits that did not bounce. The date control applies to the whole page.