



Feeling Fit!

Bit by Bit...

A lifestyle & fitness blog about feeling fit & enjoying life



Feeling Fit Reader Profile At-A-Glance:



Who Visits www.feelingfit.info:

"Feeling Fit, Bit By Bit" readers are primarily female (70% female), though we do have male readers. Our male readers tend to visit our wearable tech, outdoors, food, fitness, and technology posts. Our readers range in age, we include readers in most age brackets. The current age group breakdown is: 10% 18-24, 30% 25-34, 30% 35-44, 15% 45-54, 10% 55-64, and 5% 65 and over.



Feeling Fit is published in English. Most of our readers are located within the USA (72%), second is "not specified", then Canada, United Kingdom and Australia. We do have other international readers, but visitors from USA, Canada, UK & Australia cover 80% of our total.

The majority Feeling Fit readers are English speaking females, 25 - 44 years old who live in the USA (especially the West Coast, though we have readers throughout the USA). Although Google doesn't give this information, we believe at least 60% are parents based on interest categories on various social media platforms (60% of our Twitter followers have "parenting" as top a interest).



What Interests Feeling Fit Readers:

Feeling Fit readers have varied interests, according to Google Analytics, internal searches, and various social media analytics. The primary interests include: food, fitness, family, wearable tech, entertainment (films, books, television), technology, shopping, home decor, outdoor living, sports, career, beauty and style. The combination of interests on multiple channels leads us to believe our readers are aspirational, busy, and like to have fun.

We have gleaned detailed information about our reader's interest and will cover it in more detail in our social media profile page. (The QR Barcode at the bottom left points to our online media kit).



Where Our Readers Come From (How They Find www.feelingfit.info):

43% Organic Search Results: We make an effort to use appropriate SEO (search engine optimization) strategies for our posts.

33% Referrals From Other Websites: Many visitors are referred by other websites. We always look for appropriate referral partnerships. Some social media shares are categorized in this group by Google.

14% Direct: This includes readers who have bookmarked our site, who type in our easily remembered URL directly, or who copy and paste post URL from Instagram.

10% Social Media, Other & Email: We share all posts to Facebook, Twitter, Google+, our weekly subscriber list and Pinterest.





Detailed Analysis of Feeling Fit Readers Interests:

Feeling Fit readers want to feel their fittest and healthiest while enjoying life! Based on various analytics, reader and follower engagement and internal searches we know our readers are typically aspirational, fun loving and fitness conscious. However, they still enjoy entertainment, wine, coffee and other indulgences.

Interest Categories According to Google:

Affinity Categories:

- Movie or television lovers
- Cooking Enthusiasts
- Technophiles
- Shoppers
- News Junkies
- Shutterbugs
- Home Decor Enthusiasts
- Health & Fitness Buffs
- Beauty Mavins

In-Market Segment:

- Beauty Products & Services
- Employment
- Travel / Hotel Accommodations
- Apparel & Accessories
- Gifts & Occasions
- Dating Services
- Sports & Fitness
- Home & Garden
- Baby & Children's Products

Other Category:

- Arts & Entertainment
- Food & Drink
- Shopping / Consumer Info.
- Beauty & Fitness (various categories)
- Social Networks / Online
- Mobile & Wireless
- General Reference
- Real Estate Listings

Google Interests are based on a variety of things such as online purchases, searches, and other data. These are compiled totals, we do not receive details on individuals. I grouped some topics together that appeared multiple times. The exact order varies as Google presents this based on the past 30 days.

Top Ten Reader Searches Internal & External Over The Past 30 Days:

Search Engine Searches:

- Fitbit & Activity Tracking
- Recipes
- Hair Care Products
- Weight Loss
- Yoga
- Cosmetics
- Workout Media Reviews
- Bath & Body Product or DIY
- Subscription Boxes
- Barre Workouts (P57, Barre3)

Internal Searches:

- Fitness
- Food / Recipes
- Cosmetics
- Natural Products
- Diet
- Fitbit
- Bath & Body
- Yoga or Barre
- Giveaways or Contests
- Walking or Running

Most Popular Posts July: (With clickable links to visit the post, PDF version)

1. Measure and Calibrate Your Fitbit Stride
2. Recipe: Zesty Pesto Sauce
3. Monat Volume Shampoo & Conditioner
4. ONNO Organic Cotton Tshirt (Giveaway)
5. Madison Reed Hair Color Review
6. Coconut Strawberry Lemon Water
7. Yoga Collective Review (Giveaway)
8. Grokker Streaming Fitness Video Subs.
9. Meal Enders Review & Giveaway
10. HIIT Workout Game Review