

**Did you  
know**



**In 2023, websites  
received more  
traffic and unique  
visitors from  
mobile devices  
than desktops!** 🤔




# Desktop vs Mobile Usage (Total Visits in billions) (2020-2023)

● Mobile ● Desktop




Source: Semrush Traffic Analytics tool

**Mobile devices  
accounted for  
233% more unique  
visits than those  
on desktops.** 



**This highlights  
the importance  
of having a  
mobile-friendly  
website.** ➡ 



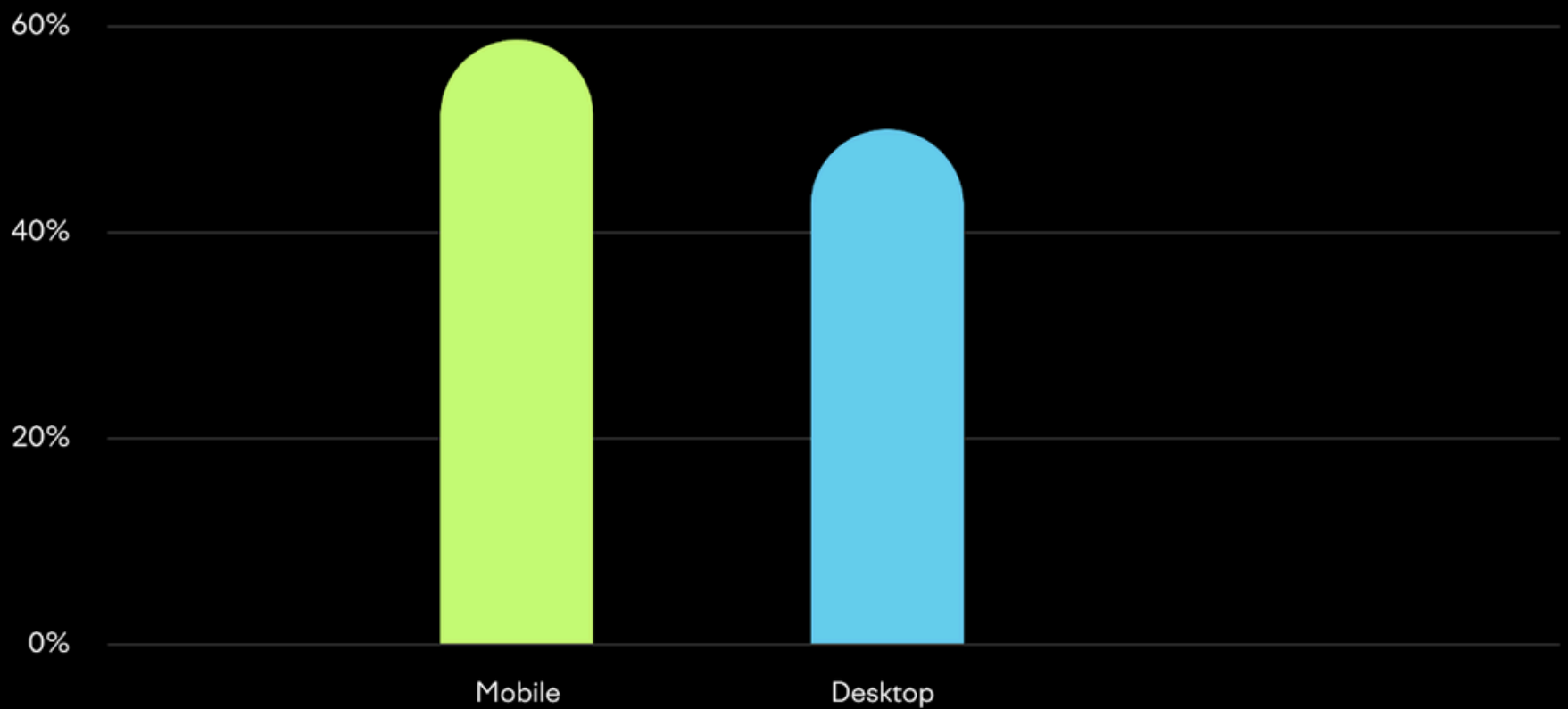
**Mobile users are more likely to bounce off a webpage if it's not optimised for their device.** 



# Mobile vs Desktop Average Bounce Rate (2023)

● Mobile

● Desktop



Source: Semrush Traffic Analytics tool

**But don't neglect  
desktop users  
just yet!** 





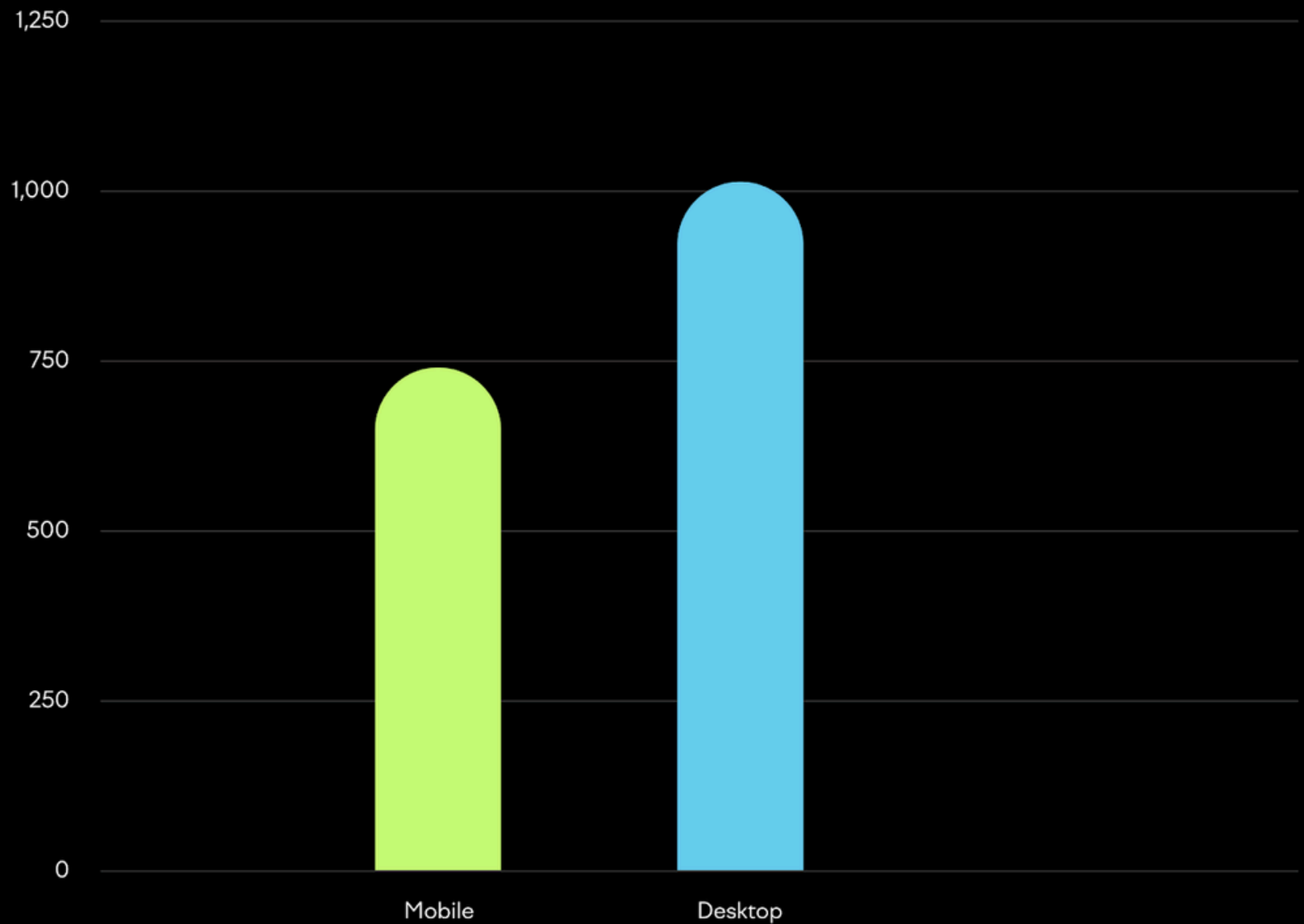
**Desktop users tend to visit more pages and spend more time per visit, suggesting deeper engagement. 🙄**



# Mobile vs Desktop Average Visit Duration (in seconds) (2023)

● Mobile

● Desktop



Source: Semrush Traffic Analytics tool

**The key takeaway?**

**Prioritise mobile  
responsiveness,  
but ensure a great  
user experience for  
all devices. 🌐**



**Imagine**

**Better.**

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# Powered by Search



x

