

Users

213

↑ 8.1% from previous month

Total Google Cost

\$823.28

Social Media

\$599.94

Budget \$1400 (\$800 Google \$600 FB)

Pageviews

271

↑ 13.9% from previous month

Bounce Rate

88.14%

↓ -1.8% from previous month

NOTES:

Pages / Session

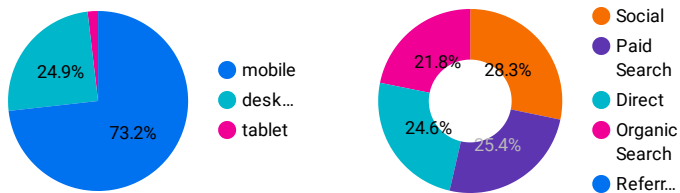
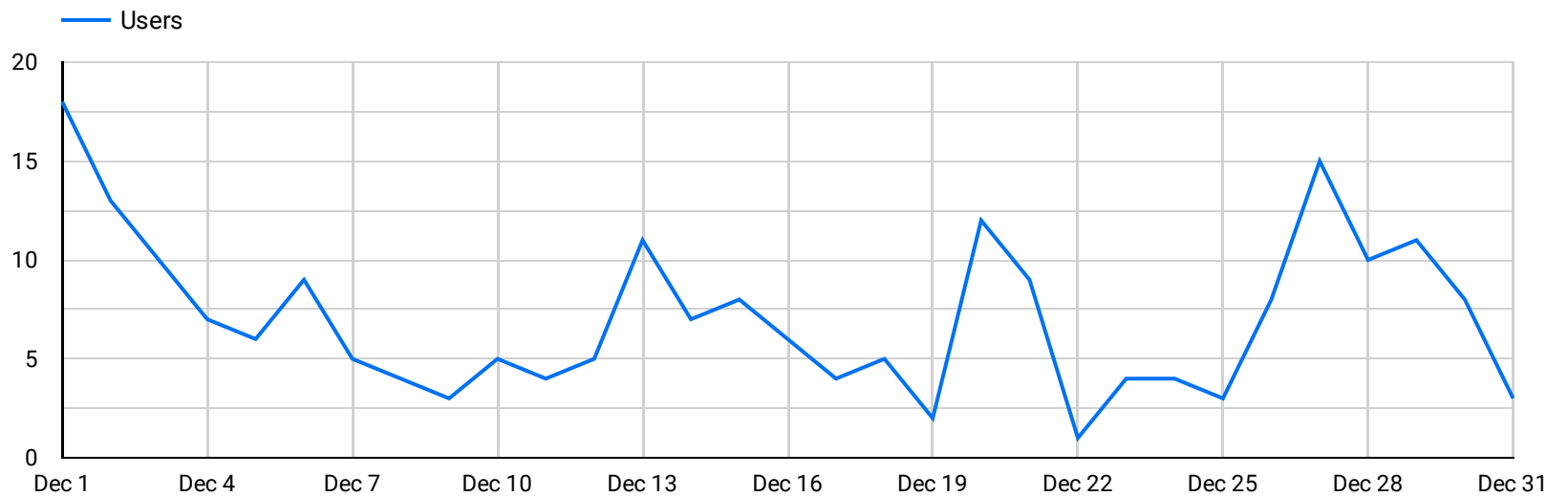
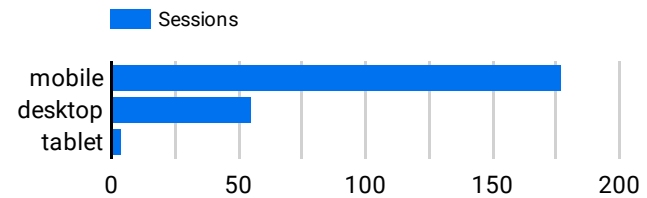
1.15

↑ 3.3% from previous month

Avg. Session Duration

00:00:20

↑ 32.9% from previous month



Campaign	CTR	Cost
1. Sales-Search-1	5.03%	\$514.55
2. Website traffic-Displa...	0%	\$0

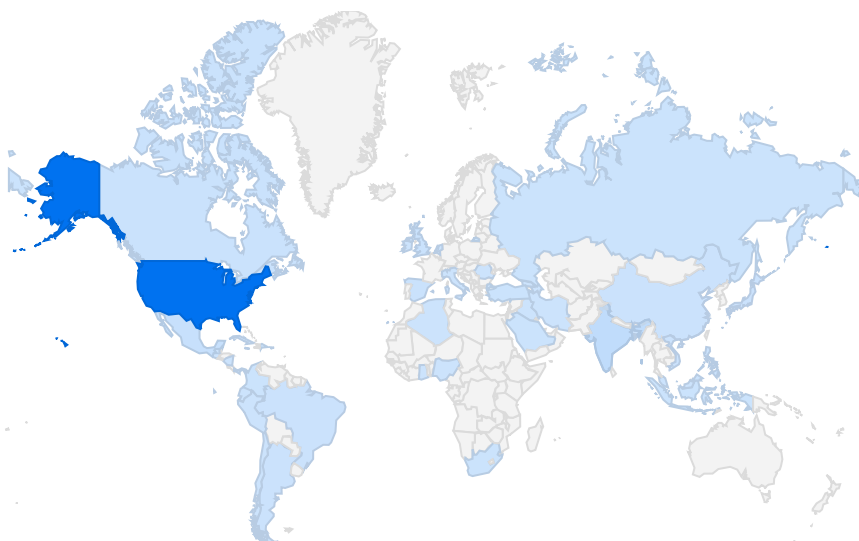
Google Ads + Facebook Performance

Clicks	306	CTR	5.03%
Total Cost	823.28	Conversions	53
Impressions	6,084	Cost / conv.	\$9.71
		Avg. CPC	\$1.68

Facebook Dec 14, 2021

Total Spend	599.94	Page Likes	36	Reach	9,246
Impressions	16,794	Link Clicks	88		

TOP CITIES



1 334

City	Age	New Users
	No data	

TOP LANDING PAGES

Page	Pageviews	Bounce Rate
1. /		89.31%
2. /cataract/		88.68%
3. /dr-christopher-cooley-hattiesburg-eye-doctor/		78.57%
4. /curtis-j-shaffer-od/		66.67%
5. /william-f-stringer-od/		50%
6. /joshua-m-thompson-fnp		null
7. /curtis-j-shaffer-od		null
8. /?fbclid=IwAR2BOaN5FdGszkU75FNst7HaRz2VxYsPIJkD4Sd...		100%
9. /?fbclid=IwAR01gKQvt6ba50_ZBtQtkaBnT4ZbyIDYDpo22hIFR...		100%

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TOP EXIT PAGES

Page	Pageviews	Bounce Rate
1. /	140	88.1%
2. /cataract/	59	90.74%
3. /dr-christopher-cooley-hattiesburg-eye-doctor/	18	85.71%
4. /curtis-j-shaffer-od/	4	66.67%
5. /william-f-stringer-od/	3	50%
6. /joshua-m-thompson-fnp	2	null
7. /?fbclid=IwAR0diZpiPB03EjzrK5iW_QsKGBclbWRlwGOp...	1	100%
8. /curtis-j-shaffer-od	1	null
9. /?fbclid=IwAR2BOaN5FdGszkU75FNst7HaRz2VxYsPIJ...	1	100%

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