

Users

414

↓ -27.0% from previous month

Total Google Cost

\$144.59

Social Media

No data

Budget \$150 Google

NOTES:

08/13 Dr. Burnett requested a budget modification from \$250 to \$150

Pageviews

872

↓ -37.2% from previous month

Bounce Rate

69.17%

↑ 10.5% from previous month

Pages / Session

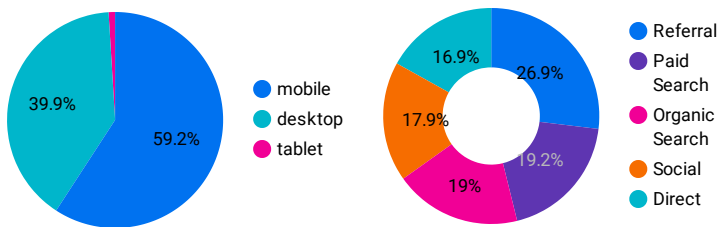
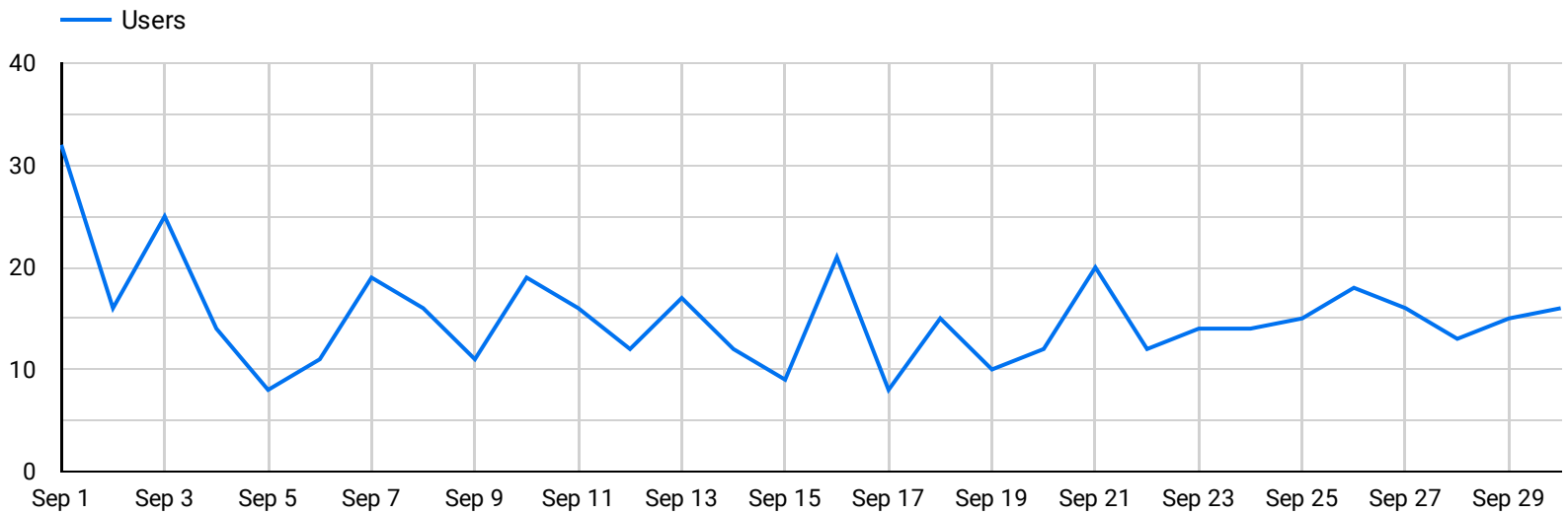
1.77

↓ -6.3% from previous month

Avg. Session Duration

00:01:30

↓ -6.6% from previous month



Campaign	CTR	Users	Clicks
1. WCU Ed under...	3.81%	171	186
2. (not set)	null	244	0

Google Ads + Facebook Performance

Clicks

186

Goal Completions

147

Total Cost

\$144.59

CTR

3.81%

CPC

\$0.49

Impressions

4,886

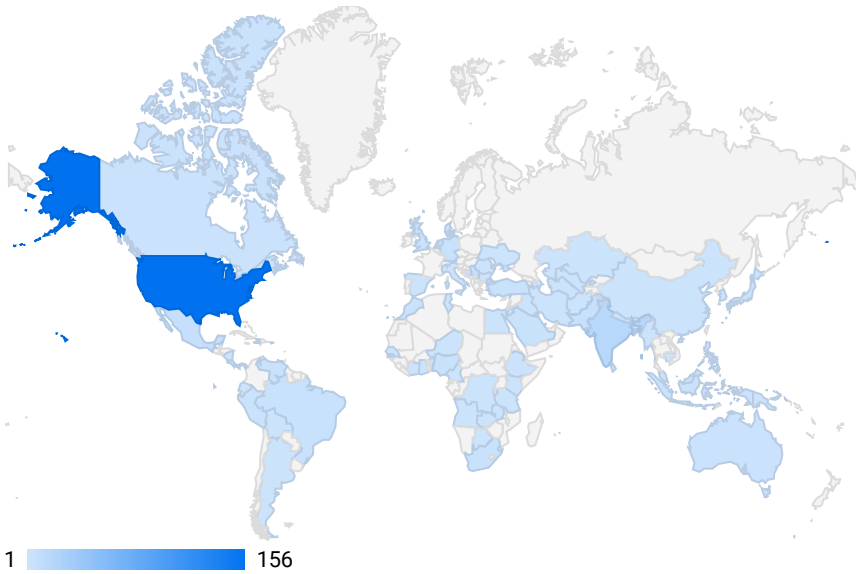
Users

414

Facebook

Total Spend

No data



TOP CITIES

	City	Age	New Users
1.	Jackson	45-54	12
2.	Jackson	55-64	10

TOP LANDING PAGES

	Page	Pageviews	Bounce Rate
1.	/		66.56%
2.	/alternate-route-to-licensure/		74.07%
3.	/specialist-interscholastic-athletic-administration/		31.82%
4.	/apply-now/		50%
5.	/contact-us/		90.48%
6.	/master-of-education-dyslexia-therapy/		75%
7.	/specialist-dyslexia-therapy/		86.96%
8.	/doctor-of-education-educational-leadership/		57.14%
9.	/specialist-emotional-behavioral-disorders/		33.33%

TOP EXIT PAGES

	Page	Pageviews	Bounce Rate
1.	/	369	65.93%
2.	/alternate-route-to-licensure/	79	73.91%
3.	/specialist-interscholastic-athletic-administration/	38	29.41%
4.	/contact-us/	32	86.67%
5.	/apply-now/	32	100%
6.	/specialist-dyslexia-therapy/	29	86.96%
7.	/master-of-education-dyslexia-therapy/	28	72.73%
8.	/doctor-of-education-educational-leadership/	19	57.14%
9.	/specialist-in-education-instructional-leadership-2/	12	null