

Users

197

↑ 22.4% from previous month

Total Google Cost

\$776.85

Social Media

\$591.98

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

Pageviews

262

↑ 21.3% from previous month

Bounce Rate

87.67%

↑ 1.0% from previous month

NOTES:

7.29% CTR is great with 67 new page likes

Pages / Session

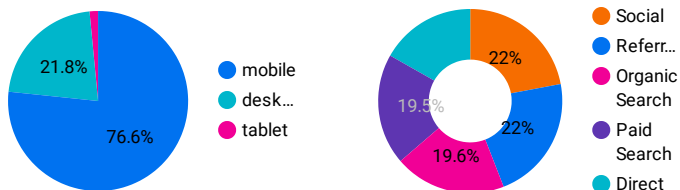
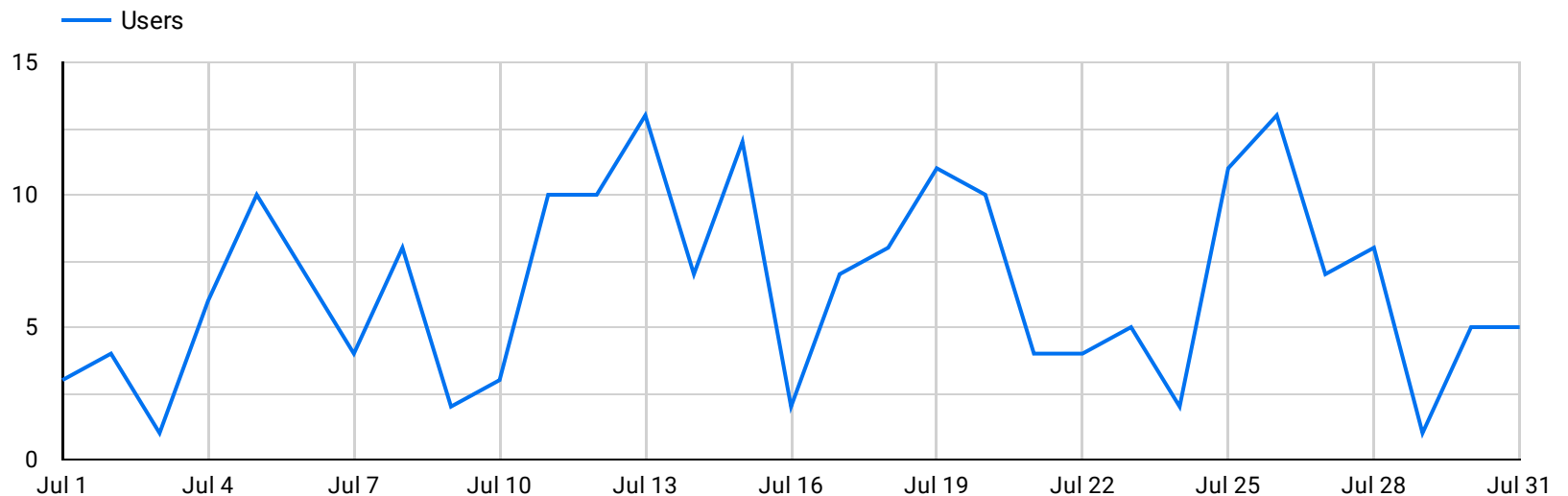
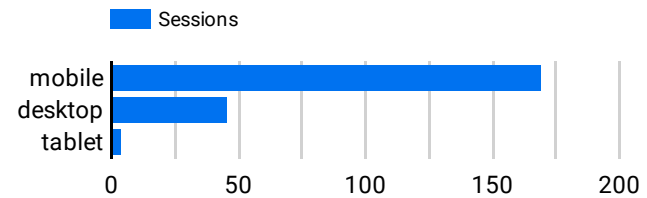
1.2

↑ 0.8% from previous month

Avg. Session Duration

00:00:15

↓ -60.9% from previous month

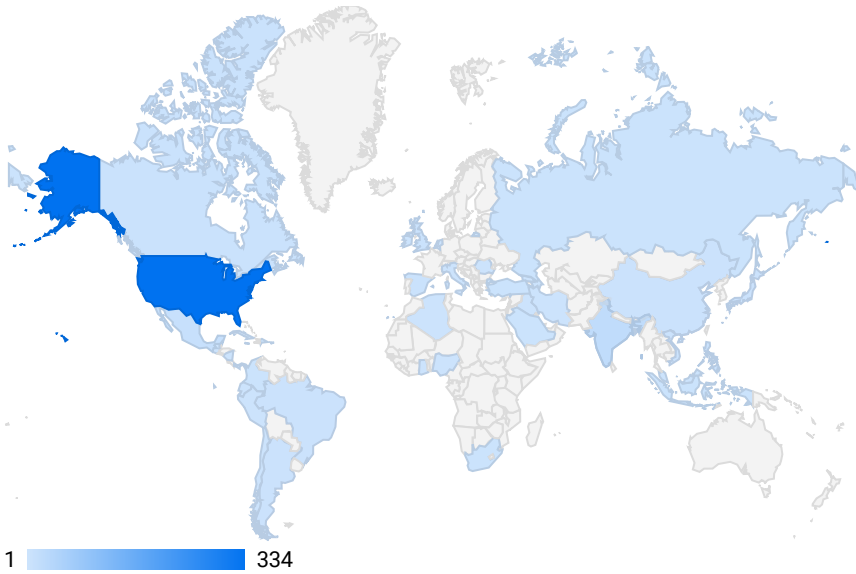


Google Ads + Facebook Performance

Clicks	295	CTR	7.39%
Total Cost	776.85	Conversions	61
Impressions	3,992	Cost / conv.	\$7.96
		Avg. CPC	\$1.65

Campaign	CTR	Cost
1. Sales-Search-1	7.39%	\$485.53
2. Website traffic-Displa...	0%	\$0

Facebook	Jul 31, 2022	
Total Spend	Page Likes	Reach
591.98	67	21,128
Impressions	Link Clicks	
44,342	196	



TOP CITIES

	City	New Users
1.	Memphis	341
2.	New Orleans	223
3.	Jackson	165
4.	Atlanta	162
5.	(not set)	104
6.	Dallas	97
7.	Baton Rouge	91
8.	Hattiesburg	79
9.	Houston	69

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TOP LANDING PAGES

	Page	Pageviews	Bounce Rate
1.	/		88.55%
2.	/cataract/		78.95%
3.	/dr-christopher-cooley-hattiesburg-eye-doctor/		90%
4.	/william-f-stringer-od/		100%
5.	/curtis-j-shaffer-od/		75%
6.	/joshua-m-thompson-fnp/		100%
7.	/lasik/		100%
8.	/joshua-m-thompson-fnp		100%
9.	/curtis-j-shaffer-od		null

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