

## Users

176

↓ -28.7% from previous month

Total Google Cost

\$829.11

Social Media

\$591.94

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

## Pageviews

231

↓ -20.6% from previous month

## Bounce Rate

89.95%

↓ -3.5% from previous month

## NOTES:

## Pages / Session

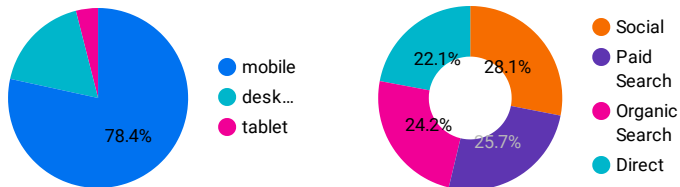
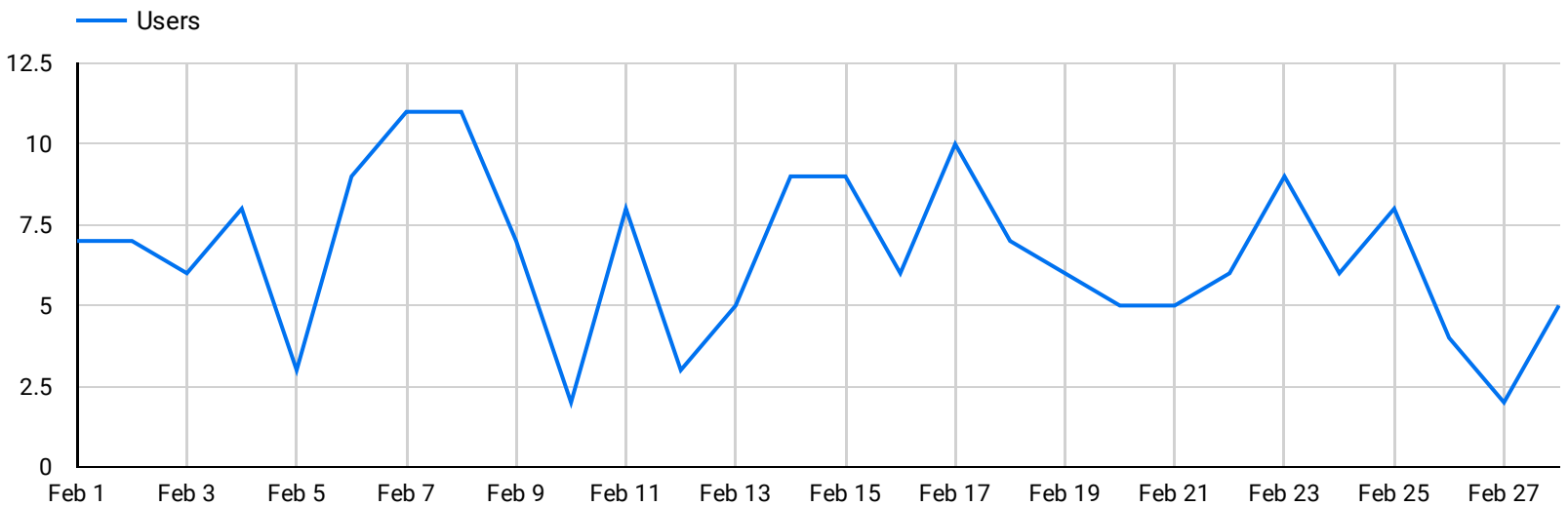
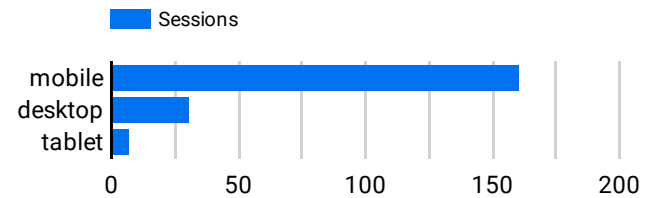
1.16

↑ 5.3% from previous month

## Avg. Session Duration

00:00:45

↑ 308.8% from previous month

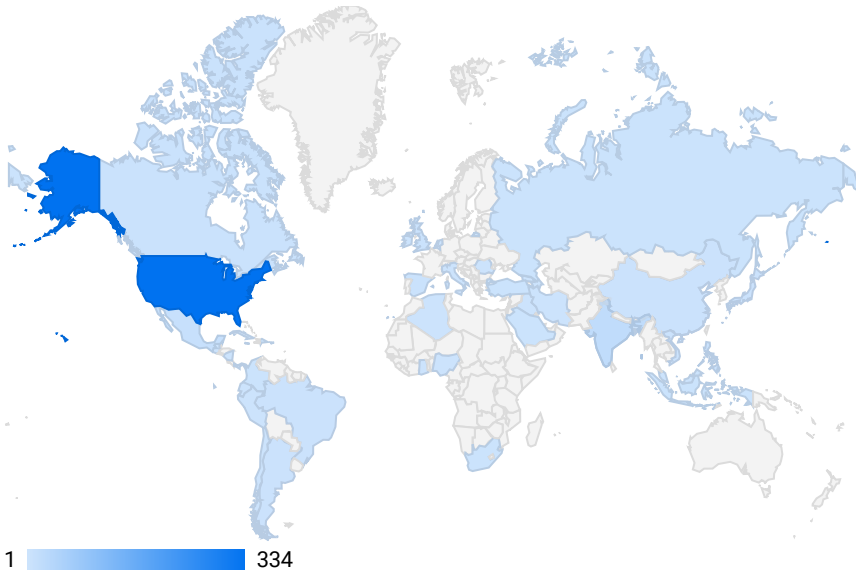


Campaign	CTR	Cost
1. Sales-Search-1	5.41%	\$518.2
2. Website traffic-Displa...	0%	\$0

## Google Ads + Facebook Performance

Clicks	CTR	
293	5.41%	
Total Cost	Conversions	Cost / conv.
829.11	62	\$8.36
Impressions	Avg. CPC	
5,416	\$1.77	

Facebook Feb 28, 2022		
Total Spend	Page Likes	Reach
591.94	119	19,318
Impressions	Link Clicks	
35,841	109	



## 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.	/		91.25%
2.	/cataract/		80.95%
3.	/dr-christopher-cooley-hattiesburg-eye-doctor/		100%
4.	/curtis-j-shaffer-od/		75%
5.	/william-f-stringer-od/		100%
6.	/joshua-m-thompson-fnp/		100%
7.	/?fbclid=IwAR0vXuADCxtmdWuFOYy5DFbgOk57WIJ2PFX-7D...		100%
8.	/?fbclid=IwAR3YjtzkB5veUG51KC8PpixY_z-PbTgWeuxZwMYi...		100%
9.	/?fbclid=IwAR2-542fgVdsC39k3vkyt1qC2rBghPJPLyoLnQRee...		100%

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	Keyword	Users
1.	(not set)	152
2.	(not provided)	24
3.	eye associates of hattiesburg	1

	Search Term	Users
	No data	