

## Users

6,187

↑ 147.6% from previous month

## Pageviews

16,679

↑ 72.0% from previous month

## Bounce Rate

63.53%

↑ 39.0% from previous month

## Pages / Session

2.08

↓ -28.9% from previous month

## Avg. Session Duration

00:01:37

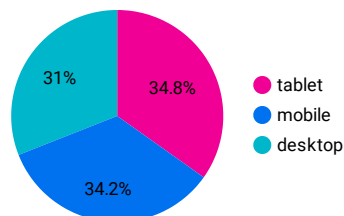
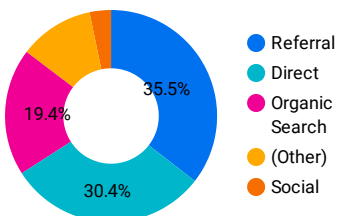
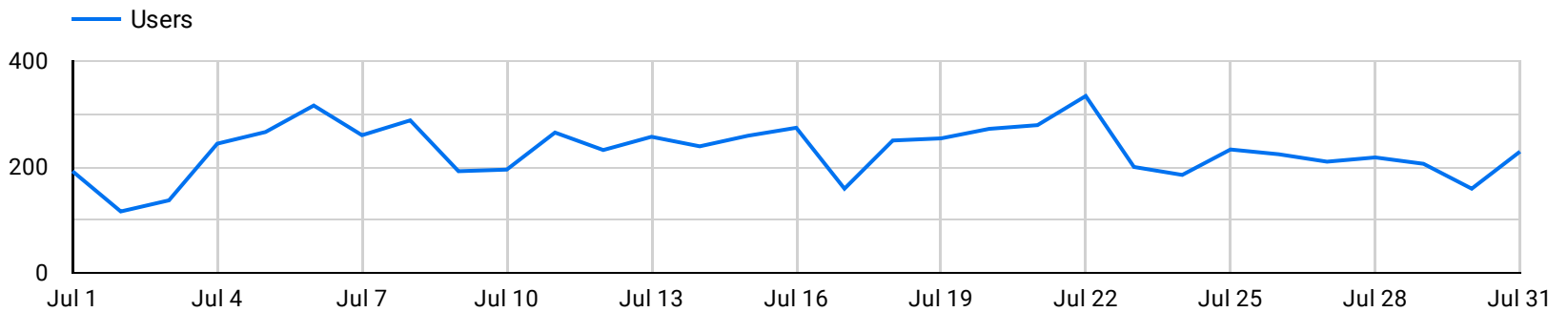
↓ -36.3% from previous month

Total Cost  
\$1,033.25

### BUDGET:

\$1000 month

### NOTES:



## Google Ads Performance

Clicks

121

Avg. CPC

\$5.34

Impressions

2,044

Total Cost

\$1,033.25

Campaign	Avg. CPC	Phone ca...	CTR
1. Sales-Search-1	\$5.34	34	5.92%
2. Magnolia Orthodontics	\$0	0	0%

## TOP LANDING PAGES

	Page	Users
1.	/degrees/2nd-degree-scholarship-program/	2,774
2.	/degrees-and-programs/	1,157
3.	/carey-school-of-nursing/	948
4.	/	809
5.	/degrees/pre-licensure-bsn/	553
6.	/degrees/nursing-lpn-advanced-placement/	538
7.	/contact-us/	530
8.	/degrees/nursing-education/	389
9.	/apply-now/	348

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## What are people searching for?

Query	URL CTR
nida	50%
magnolia denistry	16.67%
sarah kimbrough	8.33%
braces for teens hattiesbur...	3.33%
magnolia ortho	0.49%
magnolia orthodontics	0.33%
magnolia orthodontist	0.28%
magnolia orthodontics hat...	0.26%
orthodontist hattiesburg	0.15%

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	City	Users	Sessions
1.	Chicago	971	1,280
2.	Baton Rouge	330	398
3.	New Orleans	313	372
4.	(not set)	311	362
5.	Hattiesburg	309	463
6.	Mobile	307	423
7.	Dallas	260	312
8.	New York	197	236
9.	Jackson	174	197

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	Keyword	Clicks
1.	(not set)	951