

## Users

593

↑ 17.7% from previous month

## Pageviews

743

↑ 37.1% from previous month

## Pages / Session

0.96

↑ 14.6% from previous month

## Total Events

1,254

## Bounce Rate

0.52%

↓ -33.1% from previous month

## Avg. Session Duration

00:01:02

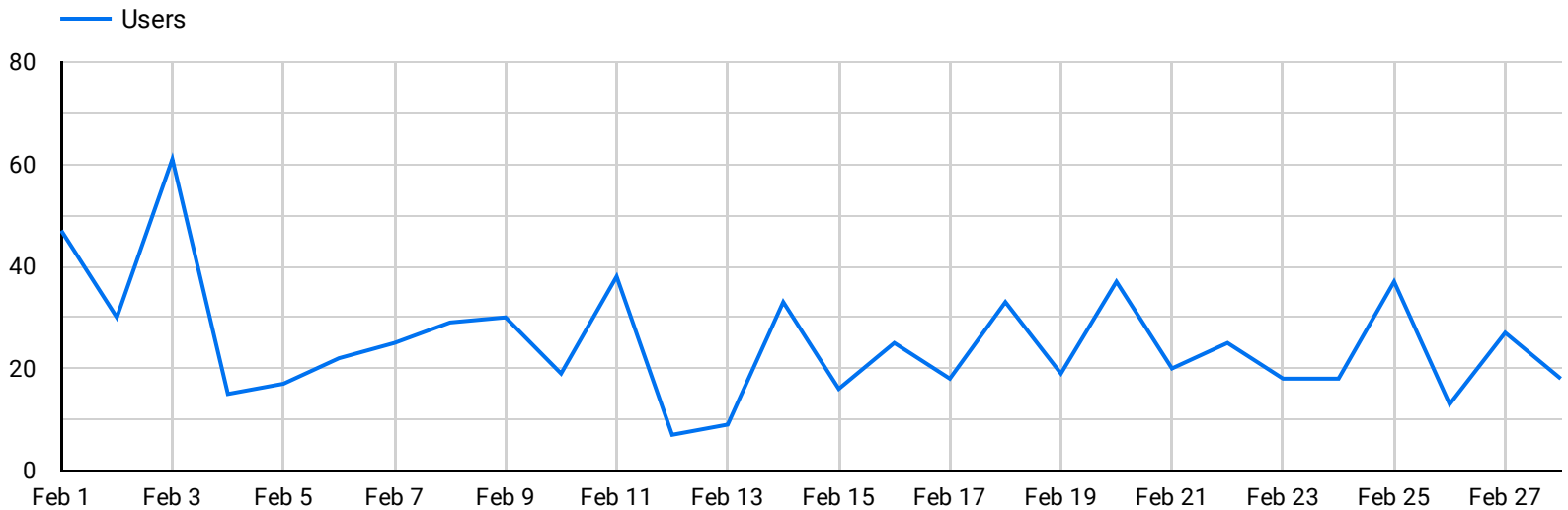
↑ 13.7% from previous month

Total Cost

\$1,402.30

BUDGET: \$1500 Google

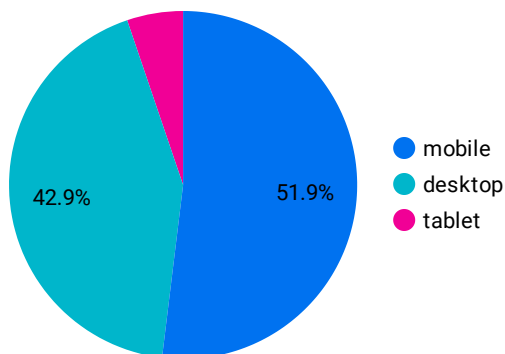
NOTES:



## Google Ads Performance

Clicks 615    CPC \$1.43    Impressions 2,327,658    Phone calls 40    Driving directions 50

Total Cost  
\$1,402.30



Campaign	Avg. CPC	Phone ...	CTR	Total Cost
1. Local-McHard Hatties...	\$1.43	40	0.03%	\$1,402.3

## SEARCH KEYWORDS

Keyword Te...	CTR ▾	Clicks
1. null	0.6%	93

## SEARCH KEYWORDS

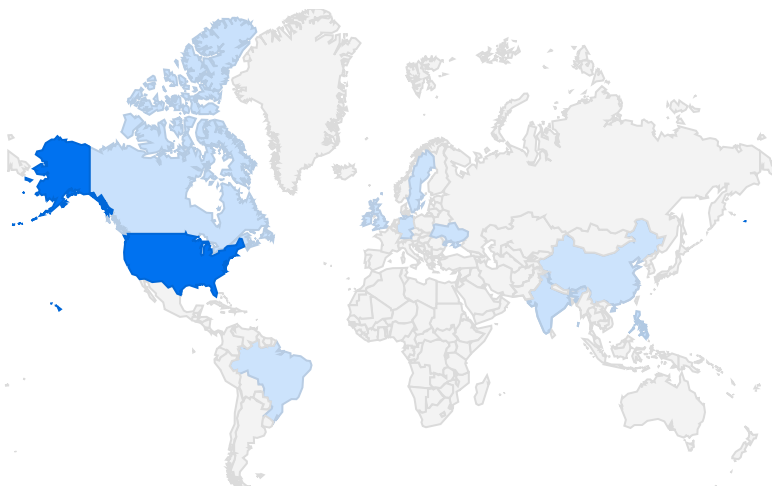
Search term ▾	Avg. C...	CTR	Clicks
No data			

1 - 1 / 1 < >

## TOP LANDING PAGES

Page	Pageviews ▾	Bounce Rate
1. /	<div style="width: 100%;"></div>	0.6%
2. /about-mchard/	<div style="width: 30%;"></div>	0%
3. /practice-areas/	<div style="width: 25%;"></div>	0%
4. /manion-anderson-attorney/	<div style="width: 15%;"></div>	0%
5. /contact-us/	<div style="width: 15%;"></div>	0%
6. /sam-mchard-2/	<div style="width: 10%;"></div>	0%
7. /erica-mchard-attorney/	<div style="width: 10%;"></div>	0%
8. /peyton-moore-attorney/	<div style="width: 5%;"></div>	0%
9. /thank-you-for-contacting-us/	<div style="width: 2%;"></div>	0%

1 - 39 / 39 < >



1  126

City	Users ▾
1. Hattiesburg	238
2. Jackson	41
3. Petal	34
4. (not set)	26
5. Ashburn	25
6. New Orleans	18
7. Atlanta	17
8. Poplarville	13
9. Purvis	8
10. LaPlace	6

1 - 100 / 142 < >