

Users
6,187

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 Google
\$6,778.56
Total Facebook
\$1,414.85

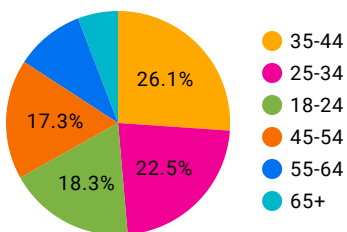
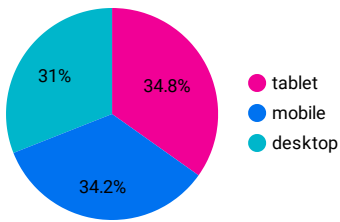
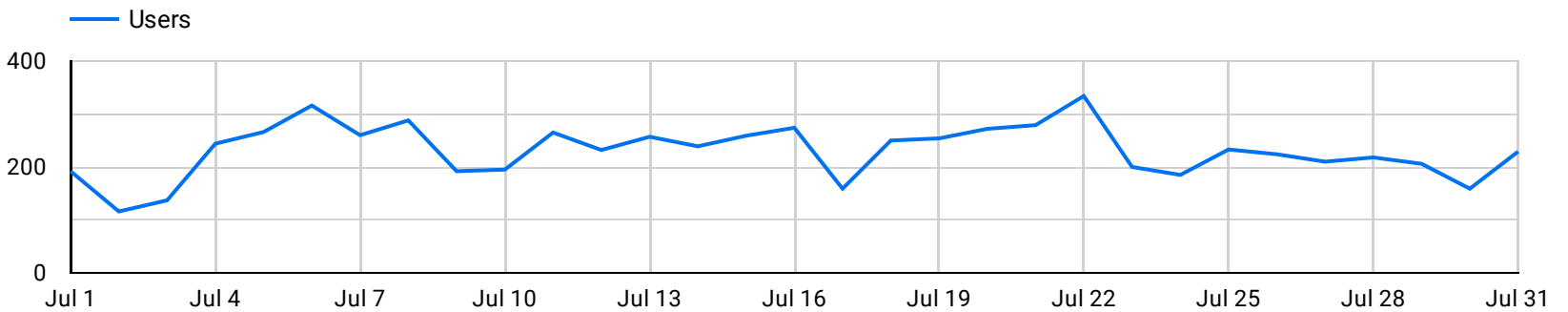
BUDGET:

\$7000 Google / \$2200 Facebook

CAMPAIGNS:

	Clicks	CPC
WCU Nursing Scholarship - MS	620	0.66
WCU Nursing Scholarship	431	1.11

CONTACTS THROUGH WEBSITE: 278



Google Ads Performance

Clicks **3,295** Avg. CPC **\$1.29** Impressions **323,577** Total Cost **\$6,778.56**

Facebook Performance

Link Clicks **1,051** Impressions **205,766** Total Spend **\$1,414.85**

Campaign	Avg. CPC	CTR	CCost
1. Search-LA	\$2.31	2.78%	1,621
2. Search-MS	\$2.3	2.69%	1,608.75
3. Website Remarketing	\$1.32	1.65%	223.33
4. Display LA	\$0.95	0.58%	1,663.7
5. Display MS	\$0.85	1.24%	1,661.79

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

1 - 100 / 917 < >

What are people searching for?

Search Query	New Users
(not set)	5,989

	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

1 - 100 / 555 < >

1 - 1 / 1 < >

	Keyword	Clicks
1.	(not set)	951