

## Users

173

↓ -1.7% from previous month

Total Google Cost

\$834.91

Social Media

\$593.12

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

## Pageviews

243

↑ 5.2% from previous month

## Bounce Rate

87.19%

↓ -3.1% from previous month

### NOTES:

March 2022 - Great CTR this month and good # of page likes

## Pages / Session

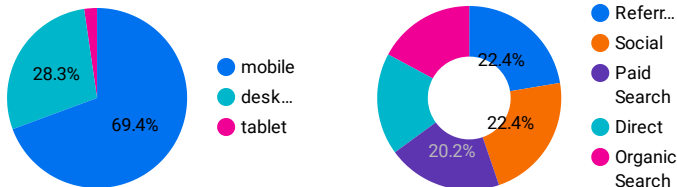
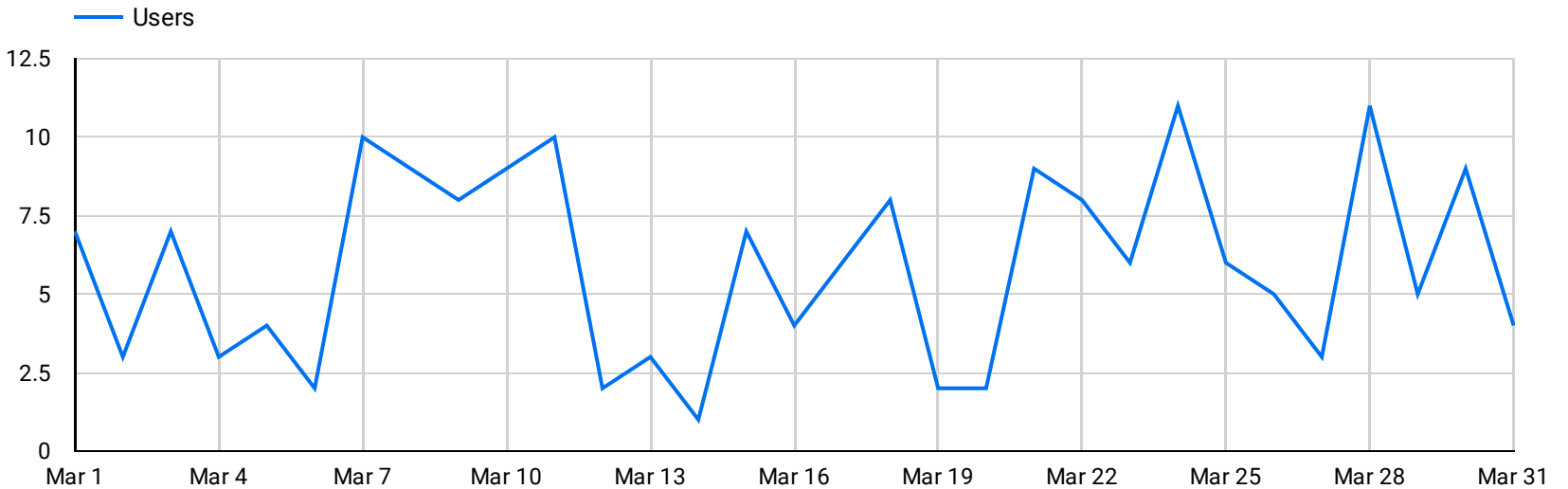
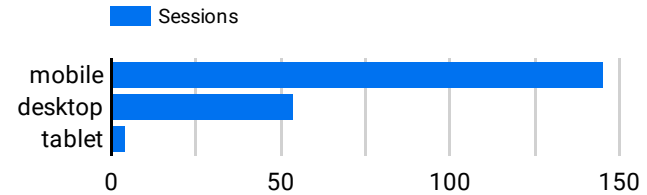
1.2

↑ 3.1% from previous month

## Avg. Session Duration

00:00:15

↓ -65.7% from previous month

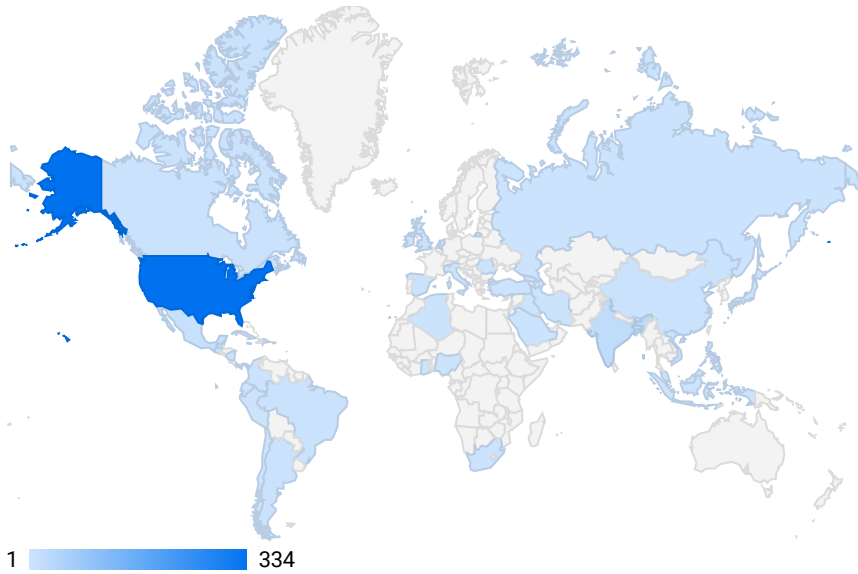


Campaign	CTR	Cost
1. Sales-Search-1	6.06%	\$521.82
2. Website traffic-Displa...	0%	\$0

### Google Ads + Facebook Performance

Clicks	CTR	
294	6.06%	
Total Cost	Conversions	Cost / conv.
834.91	81	\$6.44
Impressions	Avg. CPC	
4,854	\$1.77	

Facebook Mar 31, 2022		
Total Spend	Page Likes	Reach
593.12	115	22,547
Impressions	Link Clicks	
39,875	107	



### 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.	/		89.31%
2.	/cataract/		81.82%
3.	/dr-christopher-cooley-hattiesburg-eye-doctor/		55.56%
4.	/joshua-m-thompson-fnp/		83.33%
5.	/curtis-j-shaffer-od		null
6.	/joshua-m-thompson-fnp		null
7.	/william-f-stringer-od/		100%
8.	/resources		null
9.	/lasik/		100%

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