

Users

911

↑ 92.2% from previous month

Total Google Cost

\$145.17

Social Media

0

Budget \$150 Google

NOTES:

Pageviews

2,650

↑ 99.2% from previous month

Bounce Rate

52.82%

↓ -5.6% from previous month

Pages / Session

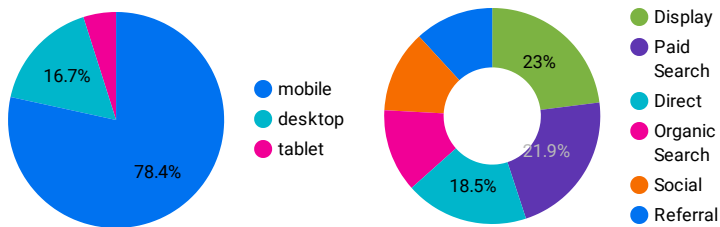
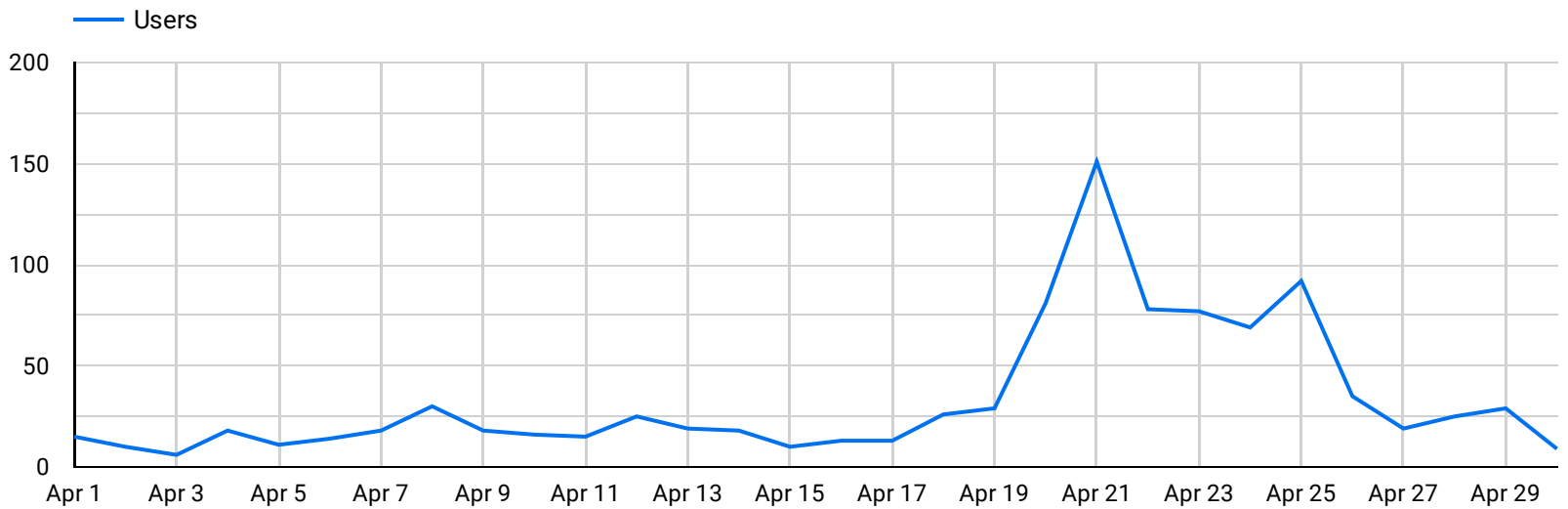
2.45

↑ 5.6% from previous month

Avg. Session Duration

00:01:29

↑ 3.6% from previous month



Google Ads + Facebook Performance

Clicks

232

Goal Completions

502

Total Cost

\$145.17

CTR

7.60%

CPC

\$0.39

Impressions

3,051

Users

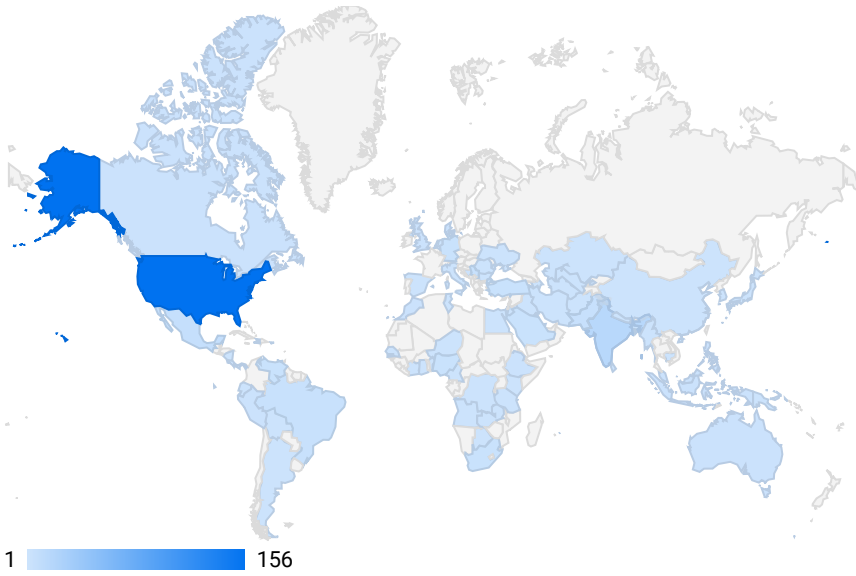
911

Campaign	CTR	Users	Clicks
1. WCU Ed under...	7.6%	201	232
2. (not set)	null	716	0

Facebook

Total Spend

0



TOP CITIES

	City	New Users
1.	Jackson	125
2.	Hattiesburg	91
3.	Atlanta	85
4.	(not set)	67
5.	Biloxi	27
6.	Laurel	20
7.	Gulfport	18
8.	Memphis	16
9.	Pensacola	14

1 - 100 / 268

TOP LANDING PAGES

	Page	Pageviews	Bounce Rate
1.	/degrees-and-programs/		75%
2.	/		42.48%
3.	/contact-us/		87.1%
4.	/degrees/educational-leadership-3/		75%
5.	/degrees/master-in-the-art-of-teaching-alternate-route-to-licen...		64%
6.	/degrees/educational-leadership/		75%
7.	/degrees/higher-education-administration/		100%
8.	/degrees/elementary-education/		100%
9.	/degrees/dyslexia-therapy/		76%

1 - 100 / 507

TOP EXIT PAGES

	Page	Pageviews	Bounce Rate
1.	/degrees-and-programs/	587	75%
2.	/	469	41.65%
3.	/contact-us/	234	83.87%
4.	/degrees/educational-leadership-3/	114	75%
5.	/degrees/master-in-the-art-of-teaching-alternate-route-t...	101	64%
6.	/degrees/educational-leadership/	58	75%
7.	/degrees/higher-education-administration/	47	100%
8.	/degrees/elementary-education/	43	100%
9.	/degrees/educational-leadership-2/	40	33.33%

1 - 100 / 507