

Users

272

↓ -44.5% from previous month

Pageviews

605

↑ 3.1% from previous month

Pages / Session

1.89

↑ 92.9% from previous month

Total Events

633

Bounce Rate

0.94%

↑ 461.6% from previous month

Avg. Session Duration

00:01:35

↑ 76.3% from previous month

Total Cost

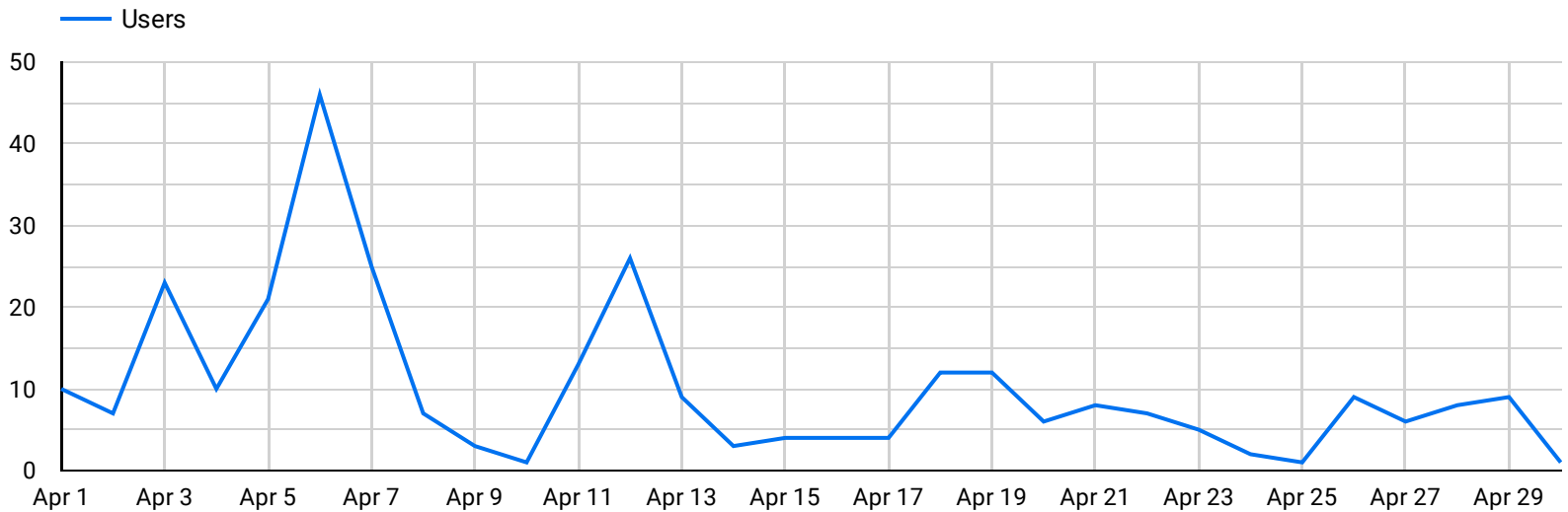
\$430.88

BUDGET: \$250 Google

NOTES:

Budget reduced to \$250 on 4/8

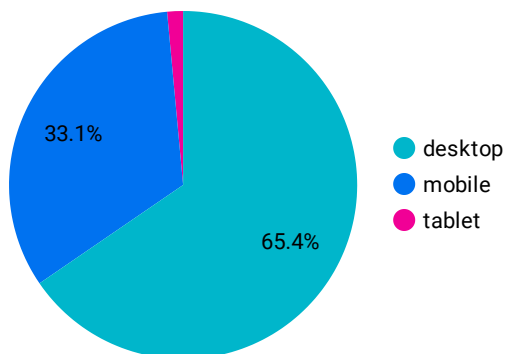
1st week of April outside of budget - future months will be \$250



Google Ads Performance

Clicks **163** CPC **\$1.65** Impressions **330,293** Phone calls **27** Driving directions **27**

Total Cost
\$430.88



Campaign	Avg. CPC	Phone ...	CTR	Total Cost
1. Local - Oxford	\$1.03	3	0.06%	\$125.22
2. Local-McHard Hatties...	\$2.2	24	0.04%	\$305.66

SEARCH KEYWORDS

Keyword Te...	CTR ▾	Clicks
1. null	0.99%	61

SEARCH KEYWORDS

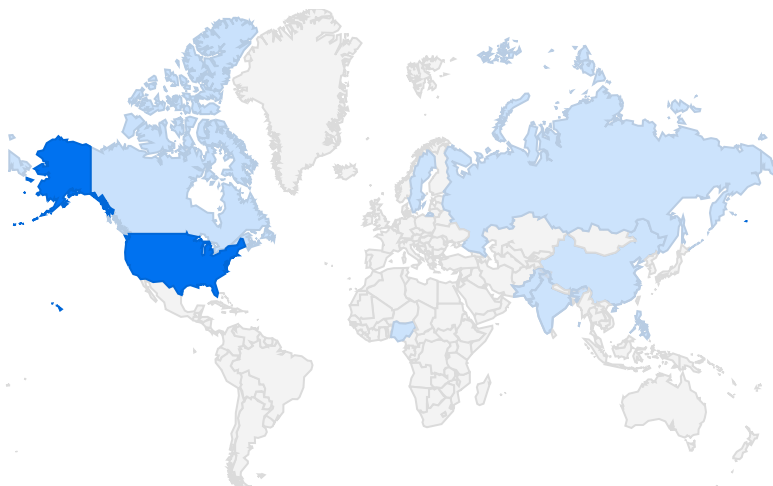
Search term ▾	CTR	Clicks
No data		

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TOP LANDING PAGES

Page	Pageviews ▾	Bounce Rate
1. /	<div style="width: 100%;"></div>	1.27%
2. /manion-anderson-attorney/	<div style="width: 20%;"></div>	0%
3. /about-mchard/	<div style="width: 20%;"></div>	0%
4. /contact-us/	<div style="width: 20%;"></div>	0%
5. /practice-areas/	<div style="width: 20%;"></div>	0%
6. /sam-mchard-2/	<div style="width: 15%;"></div>	0%
7. /erica-mchard-attorney/	<div style="width: 15%;"></div>	0%
8. /peyton-moore-attorney/	<div style="width: 10%;"></div>	0%
9. /?refresh-cache=true	<div style="width: 2%;"></div>	null

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City	Users ▾
1. Ashburn	47
2. Oxford	41
3. Hattiesburg	30
4. Jackson	20
5. (not set)	16
6. Ridgeland	9
7. Petal	8
8. Houston	6
9. Chicago	4
10. Little Rock	4