

## Users

209

↑ 13.0% from previous month

Total Google Cost

\$826.74

Social Media

\$601.58

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

## Pageviews

280

↑ 26.1% from previous month

## Bounce Rate

87.23%

↓ -3.5% from previous month

### NOTES:

>6% CTR and 45 new page likes - great results

## Pages / Session

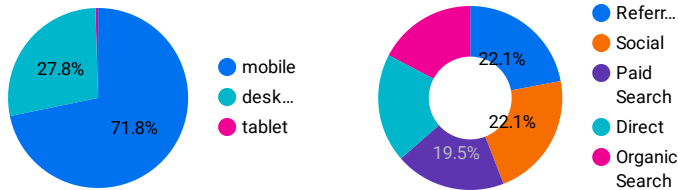
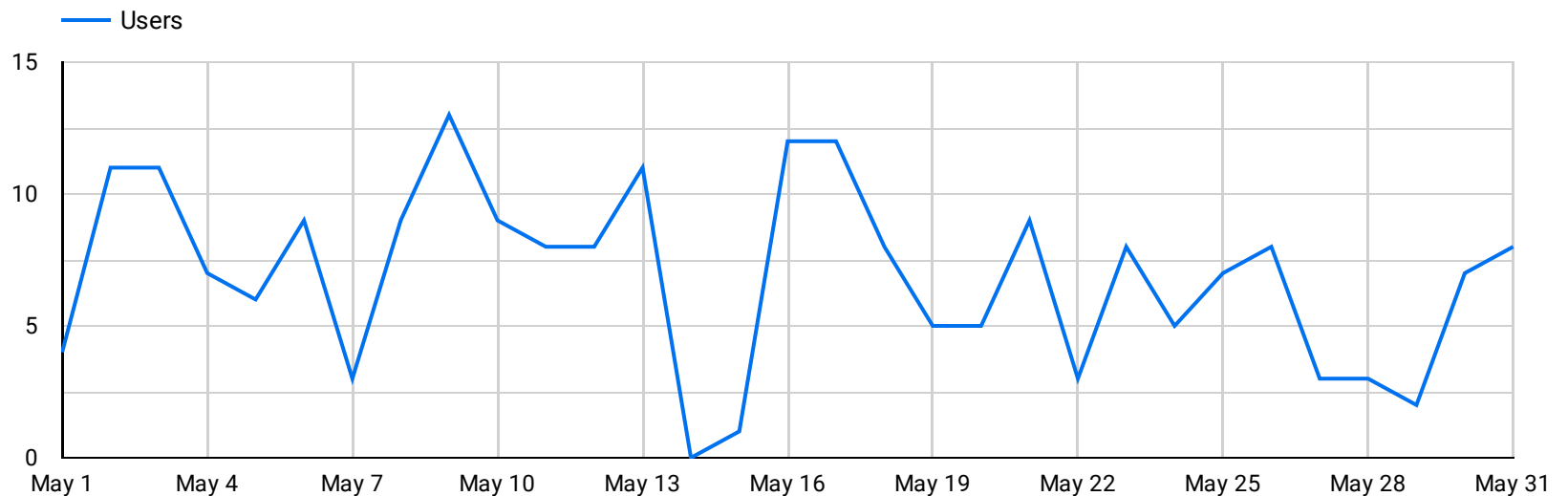
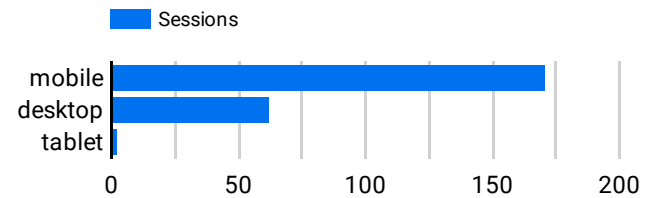
1.19

↑ 6.3% from previous month

## Avg. Session Duration

00:00:19

↓ -19.4% from previous month

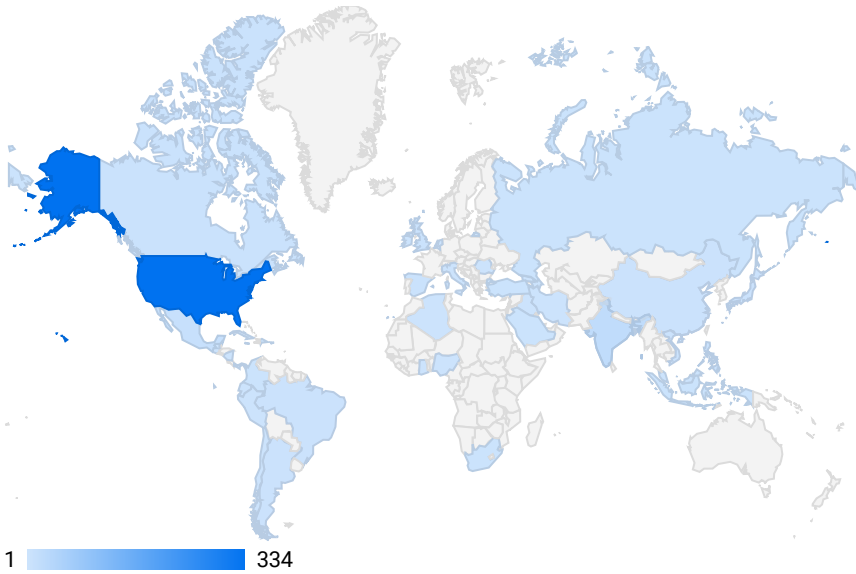


### Google Ads + Facebook Performance

Clicks	329	CTR	6.43%
Total Cost	826.74	Conversions	71
Impressions	5,116	Cost / conv.	\$7.28
		Avg. CPC	\$1.57

Campaign	CTR	Cost
1. Sales-Search-1	6.43%	\$516.71
2. Website traffic-Displa...	0%	\$0

Facebook May 31, 2022			
Total Spend	601.58	Page Likes	45
Impressions	33,306	Reach	16,096
		Link Clicks	67



### 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.	/		89.42%
2.	/dr-christopher-cooley-hattiesburg-eye-doctor/		73.33%
3.	/cataract/		73.33%
4.	/curtis-j-shaffer-od/		33.33%
5.	/curtis-j-shaffer-od		null
6.	/joshua-m-thompson-fnp/		100%
7.	/lasik/		100%
8.	/?fbclid=IwAR2Tgrs1aI-U9v00ZfoYimecD9yEThXhJnV4qbxm...		100%
9.	/joshua-m-thompson-fnp		null

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