

Users

186

↓ -31.6% from previous month

Pageviews

571

↓ -5.6% from previous month

Pages / Session

2.36

↑ 24.8% from previous month

Total Events

571

Bounce Rate

0.41%

↓ -55.9% from previous month

Avg. Session Duration

00:01:53

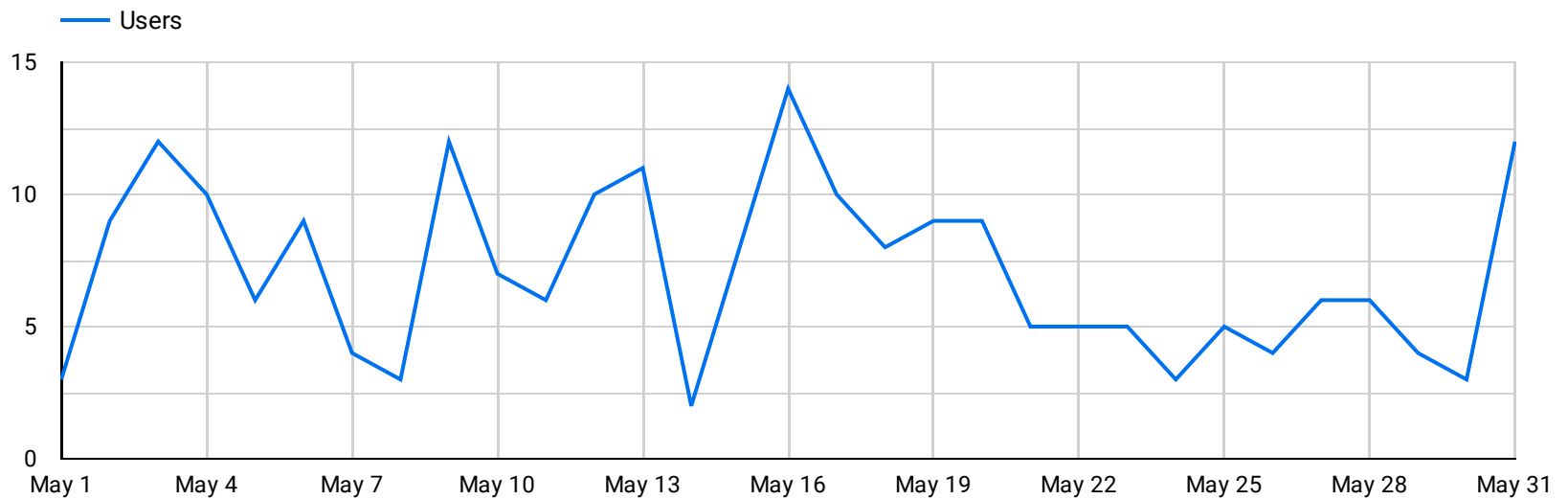
↑ 18.5% from previous month

Total Cost

\$202.95

BUDGET: \$250 Google

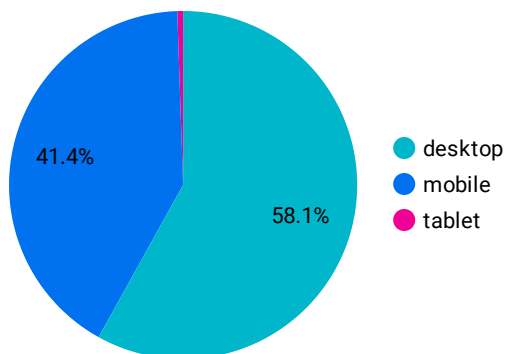
NOTES:



Google Ads Performance

Clicks: 53 CPC: \$2.39 Impressions: 38,842 Phone calls: 15 Driving directions: 1

Total Cost: \$202.95



Campaign	Avg. CPC	Phone ...	CTR	Total Cost
1. Local-McHard Hatties...	\$2.39	15	0.14%	\$202.95

SEARCH KEYWORDS

	Keyword Te...	CTR ▾	Clicks
1.	null	0.59%	53

SEARCH KEYWORDS

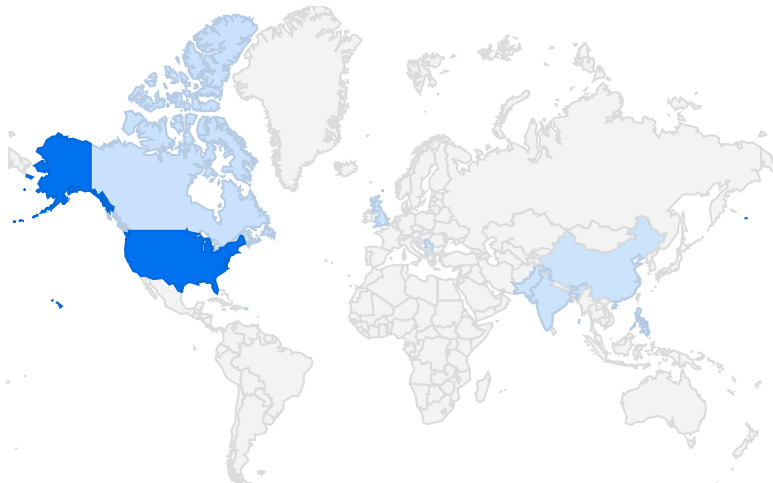
	Search term ▾	CTR	Clicks
	No data		

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TOP LANDING PAGES

	Page	Pageviews ▾	Bounce Rate
1.	/	<div style="width: 100%;"></div>	0.57%
2.	/about-mchard/	<div style="width: 25%;"></div>	0%
3.	/manion-anderson-attorney/	<div style="width: 20%;"></div>	0%
4.	/practice-areas/	<div style="width: 15%;"></div>	0%
5.	/sam-mchard-2/	<div style="width: 15%;"></div>	0%
6.	/erica-mchard-attorney/	<div style="width: 15%;"></div>	0%
7.	/peyton-moore-attorney/	<div style="width: 15%;"></div>	0%
8.	/contact-us/	<div style="width: 10%;"></div>	0%
9.	/car-wrecks/	<div style="width: 2%;"></div>	null

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	City	Users ▾
1.	(not set)	29
2.	Hattiesburg	28
3.	New Orleans	16
4.	Jackson	10
5.	Columbus	8
6.	Ashburn	4
7.	Gulfport	4
8.	Atlanta	4
9.	Chicago	4
10.	Louisville	4