

Users

1,154

↑ 304.9% from previous month

Pageviews

2,123

↑ 196.5% from previous month

Bounce Rate

71.19%

↓ -6.0% from previous month

Pages / Session

1.49

↓ -17.5% from previous month

Avg. Session Duration

00:00:59

↓ -58.3% from previous month

Total Spend

\$366.43

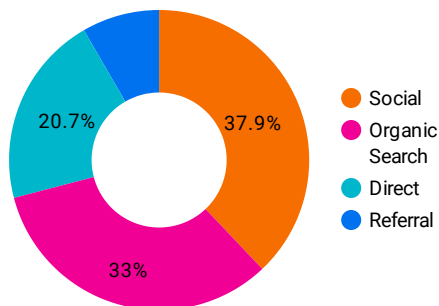
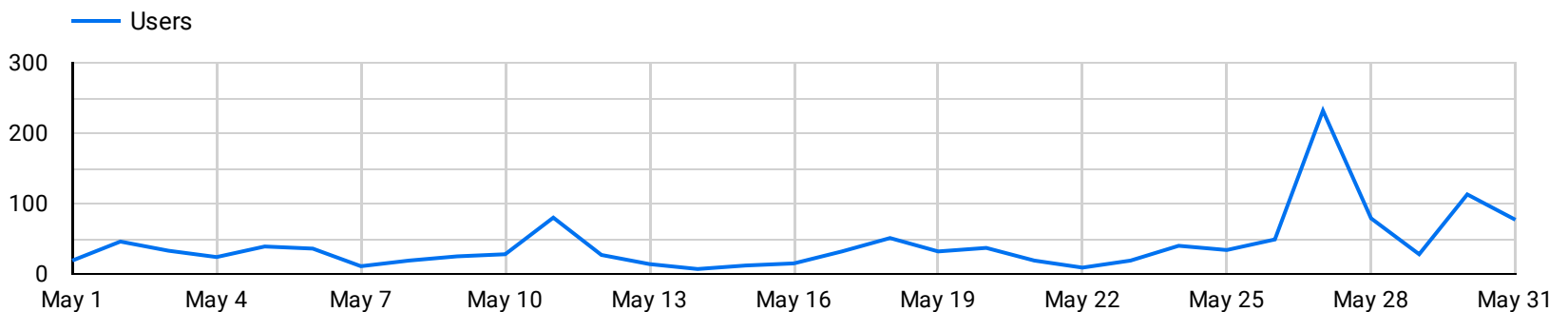
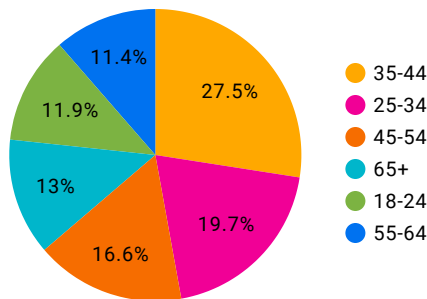
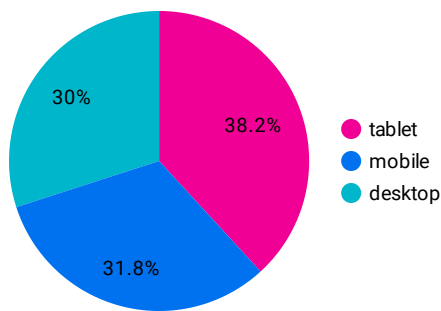
BUDGET:

\$300 monthly

NOTES:

A 300+% increase in traffic with 23 prospective families contacting IP through the website

\$300 budget plus promotion of Dr. Murphy at end of May



Goal Completions

23

Google Ads Performance

Link Clicks

131

Cost Per Click

4.74

Impressions

84,227

Total Spend

\$366.43

TOP LANDING PAGES

| | Page | Users |
|----|--|-------|
| 1. | / | 871 |
| 2. | /about-innova/ | 290 |
| 3. | /innova-prep-welcomes-dr-zachary-murphy-as-new-executive-dire... | 63 |
| 4. | /thank-you/ | 22 |
| 5. | /innova-news/ | 4 |
| 6. | /author/innovaprep/ | 2 |
| 7. | /innova-prep-welcomes-dr-zachary-murphy-as-new-executive-dire... | 1 |
| 8. | /innova-prep-welcomes-dr-zachary-murphy-as-new-executive-dire... | 1 |
| 9. | /innova-prep-welcomes-dr-zachary-murphy-as-new-executive-dire... | 1 |

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What are people searching for?

| Query | URL CTR |
|-------------------------|---------|
| innova prep hattiesburg | 0% |
| innova prep | 0% |

| | City | Users | Sessions |
|----|-------------|-------|----------|
| 1. | Hattiesburg | 358 | 440 |
| 2. | Jackson | 191 | 230 |
| 3. | (not set) | 84 | 88 |
| 4. | New Orleans | 78 | 91 |
| 5. | Atlanta | 41 | 48 |
| 6. | Petal | 37 | 46 |
| 7. | Laurel | 27 | 31 |
| 8. | Chicago | 23 | 24 |
| 9. | Richton | 16 | 19 |

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| Search keyword | Clicks |
|----------------|--------|
| No data | |

| Search term | CTR |
|-------------|-----|
| No data | |