

## Users

140

↓ -21.3% from previous month

## Pageviews

425

↓ -3.6% from previous month

## Bounce Rate

46.81%

↓ -8.2% from previous month

## Pages / Session

2.26

↑ 2.5% from previous month

## Avg. Session Duration

00:01:17

↓ -4.1% from previous month

Total Cost

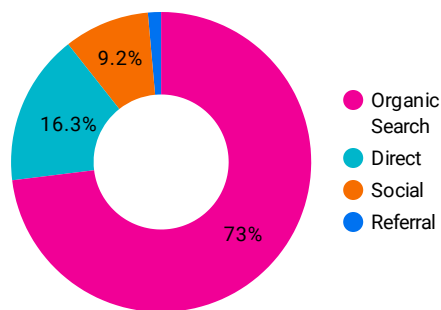
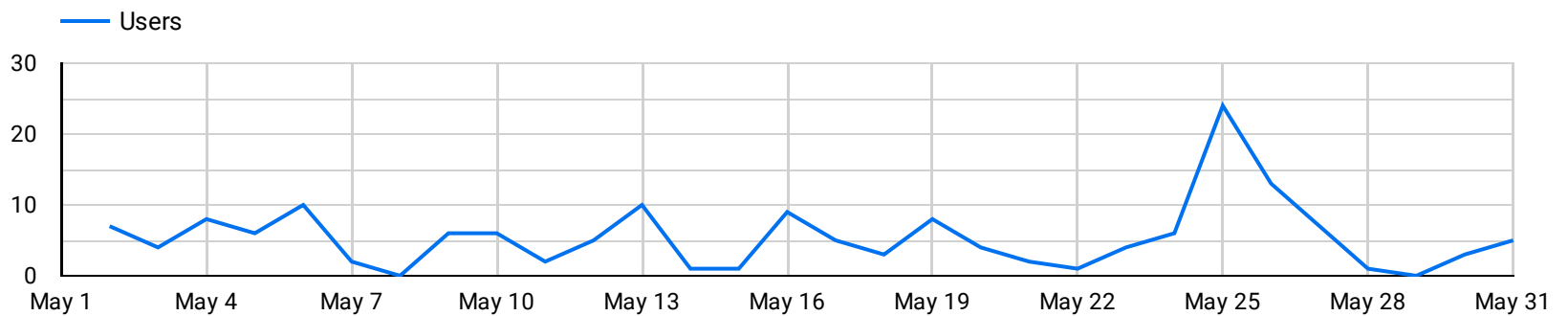
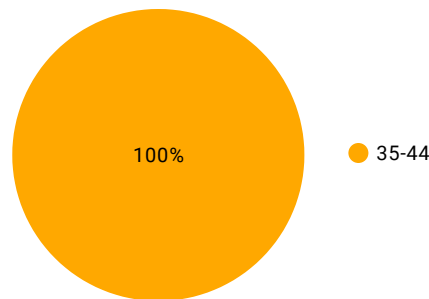
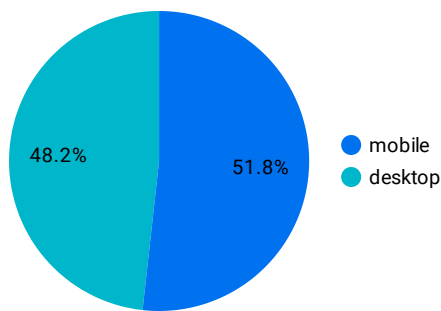
\$497.10

### BUDGET:

\$500 month

### NOTES:

Excellent CTR at >5% in May; more than 2 pages per session - excellent



Goal Completions

## Google Ads Performance

Clicks

75

Avg. CPC

\$4.14

Impressions

1,408

Total Cost

\$497.10

Campaign	Avg. CPC	Phone calls	CTR	C Cost
... Sales-Searc...	\$4.14	0	5.33%	\$497.1
... VERB Archit...	\$0	0	0%	\$0

## TOP LANDING PAGES

	Page	Users
1.	/	123
2.	/about-verb/	51
3.	/our-work/	35
4.	/start-a-project/	13
5.	/work/hyundai-remodel/	10
6.	/contact-us-for-employment/	10
7.	/work/merchants-marine-bank/	9
8.	/work/trace-west-development/	6
9.	/work/the-kitchen-on-hardy/	4

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## What are people searching for?

Query	URL CTR
verb architecture hattiesbu...	7.37%
merchants and marine bank	0%
southernbancorp	0%
architectural verbs	0%
merchants marine bank	0%
is hello a verb	0%
development verb	0%

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	City	Users	Sessions
1.	Hattiesburg	26	43
2.	Jackson	21	23
3.	Atlanta	17	19
4.	New Orleans	15	17
5.	Petal	9	11
6.	Ridgeland	5	9
7.	(not set)	4	4
8.	Mobile	3	3
9.	Richland	2	3

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	Search keyword	Clicks
1.	home design plans	31
2.	design architect	15
3.	verb architecture	11
4.	latest house design	3
5.	architect firm	2
6.	architecture office	2
7.	blueprints	2
8.	build a new home	2

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	Search term	CTR
1.	zimble architecture	0%
2.	zetterre landscape architecture	0%
3.	yoga studio architecture design	0%
4.	xten architecture	0%
5.	win architects	0%
6.	wier boerner allin architecture	0%
7.	who can build me a house	0%
8.	who builds houses	0%

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