

Users

467

↓ -59.5% from previous month

Pageviews

818

↓ -61.5% from previous month

Pages / Session

1.38

↓ -7.5% from previous month

Bounce Rate

75.55%

↑ 6.1% from previous month

Avg. Session Duration

00:00:49

↓ -15.8% from previous month

Total Google

\$109.16

Total Spend

\$273.10

**BUDGET:**

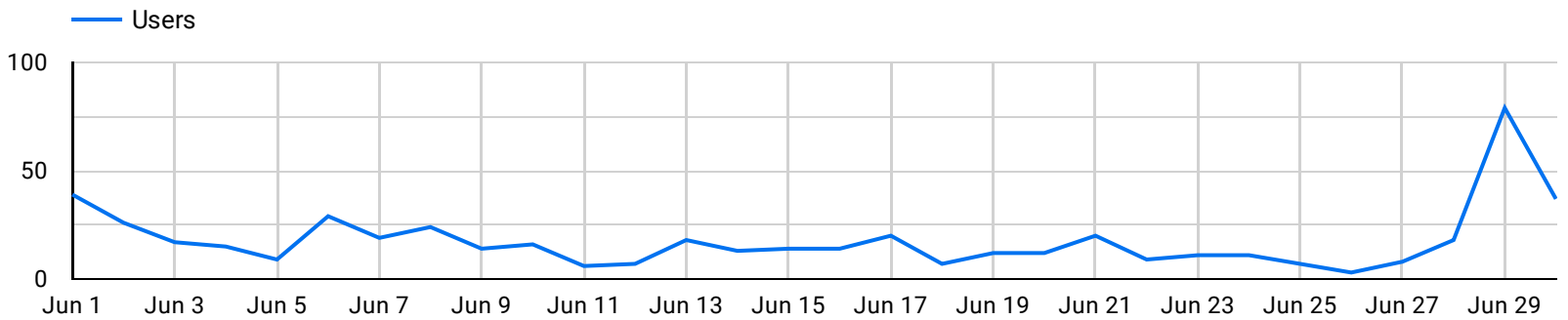
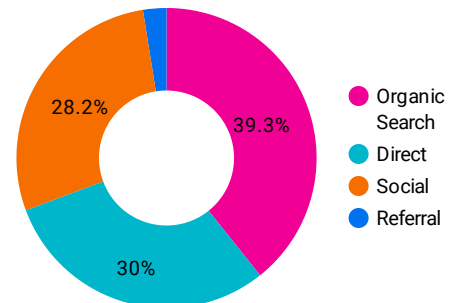
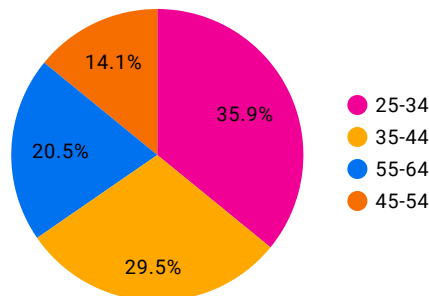
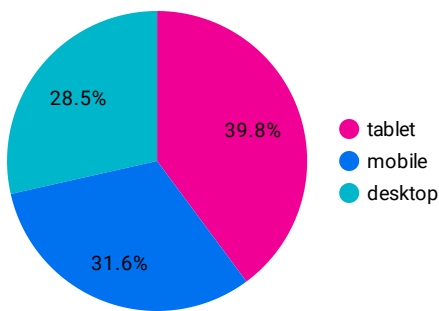
\$300 monthly social

\$300 monthly

**NOTES:**

Dr. Murphy Boost

Added Google for Enrollment Campaign



Goal Completions

8

**Facebook Performance**

Link Clicks

78

Cost Per Click

3.46

Impressions

20,068

Total Spend

\$273.10

**Google Ads Performance**

Total Cost

\$109.16

Clicks

103

CTR

1.13%

Avg. CPC

\$0.66

Impressions

9,132

## TOP LANDING PAGES

	Page	Users
1.	/	402
2.	/about-innova/	90
3.	/thank-you/	6
4.	/innova-prep-welcomes-dr-zachary-murphy-as-new-executive-dire...	5
5.	/?fbclid=IwAR1r5dZ1yvjVOx4qdzgtNaOJs7m6ogk4DRuY9f-K_lf1...	2
6.	/?fbclid=IwAR1ldavYhpAKJthObbVlz8FWMQHdcR78joQax_s49x...	1
7.	/author/innovaprep/	1
8.	/?fbclid=IwAR2sv4j0QB7j4MyyoeKa_teRPOailw-t06Yjvt5XeQKiyM...	1
9.	/innova-prep-welcomes-dr-zachary-murphy-as-new-executive-dire...	1

1 - 66 / 66 < >

## What are people searching for?

Query	URL CTR
"innova prep"	0%

	City	Users	Sessions
1.	Hattiesburg	95	117
2.	Chicago	58	82
3.	Jackson	47	56
4.	(not set)	42	43
5.	New Orleans	26	28
6.	Atlanta	17	21
7.	New York	14	18
8.	Petal	13	18
9.	Mobile	13	14

1 - 1 / 1 < >

1 - 91 / 91 < >

	Search keyword	Clicks
1.	learning schools	4
2.	ADHD	1
3.	Dyslexia	1
4.	learning difficulties	1
5.	private preparatory scho...	1
6.	learning students	0
7.	prep schools near me	0
8.	private prep schools	0

1 - 10 / 10 < >

	Search term	CTR
1.	what percentage of children have adhd	0%
2.	what is adhd	0%
3.	what i want to know about special educ...	0%
4.	traditional school	0%
5.	time4learning	0%
6.	the learning tree preschool	0%
7.	teach mississippi	0%
8.	symptoms of adhd	50%

1 - 78 / 78 < >