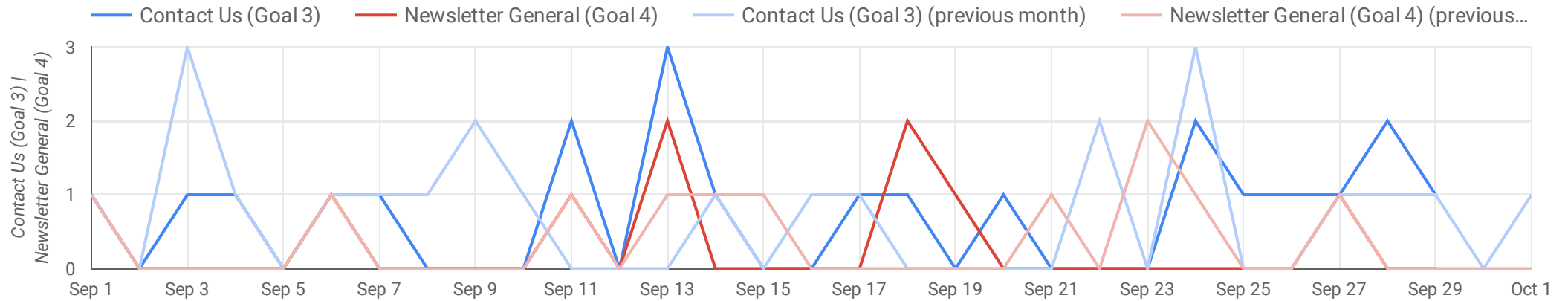


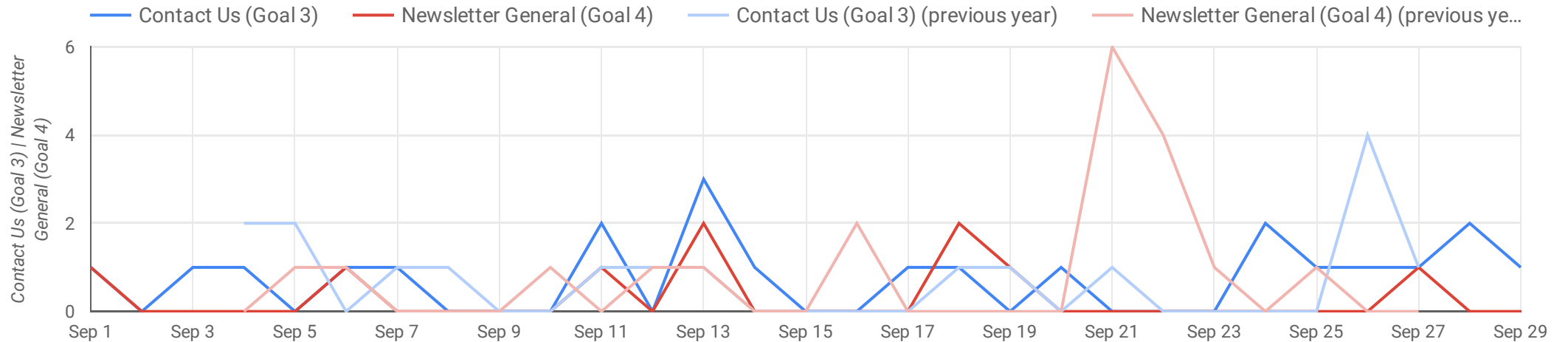
Key Performance Indicators

	Contact Us (Goal 3)	Contact Us (Goal 3 Conv Rate)	Newsletter General (Goal 4)	Newsletter General (Goal 4 Conv Rate)
Current Period	22	0.29%	9	0.12%
Change from Previous	↓ -4.35%	↓ -8.18%	↓ -18.18%	↓ -21.46%
Change from Last Year	22 ↑ 29.41%	0.29% ↓ -15.94%	9 ↓ -52.63%	0.12% ↓ -69.23%

Goal Completion vs last period



Goal Completion vs last year



General Metrics

	Sessions	Users	Sessions per User	% New Sessions	New Users
Current Period	7,665	6,250	1.23	78.98%	6,054
Change from Previous	↑ 4.17%	↑ 2.07%	↑ 2.06%	↓ -1.83%	↑ 2.26%
Change from Last Year	7,665	6,250	1.23	78.98%	6,054
	↑ 53.95%	↑ 65.13%	↓ -6.77%	↑ 8.42%	↑ 66.91%

By Channel Contribution

Default Channel Grouping	Sessions	Users	New Users	Bounce Rate	Avg. Session Duration
Organic Search	4,365	3,875	3,751	33.36%	00:01:41
Direct	1,722	1,293	1,232	45.24%	00:01:50
Social	883	702	667	42.47%	00:02:20
Referral	635	457	397	25.83%	00:02:30
Display	46	28	11	54.35%	00:02:14
Email	14	8	2	14.29%	00:03:13

By Channel Contribution

Default Channel Grouping	Contact Us (Goal 3)	Contact Us (Goal 3 Conv Rate)	Newsletter General (Goal 4)	Newsletter General (Goal 4 Conv Rate)
Organic Search	11	0.25%	3	0.07%
Direct	6	0.35%	4	0.23%
Referral	5	0.79%	1	0.16%
Display	0	0%	0	0%
Social	0	0%	1	0.11%
Email	0	0%	0	0%

Sitewide Engagement

	Bounce Rate	Avg. Session Duration	Pageviews	Pages / Session
Current Period	36.54%	00:01:52	11,470	1.5
Change from Previous	↑ 13.36%	↓ -0.35%	↑ 5.37%	↑ 1.15%
Change from Last Year	↓ -29.97%	↓ -24.82%	↑ 46.30%	↓ -4.97%

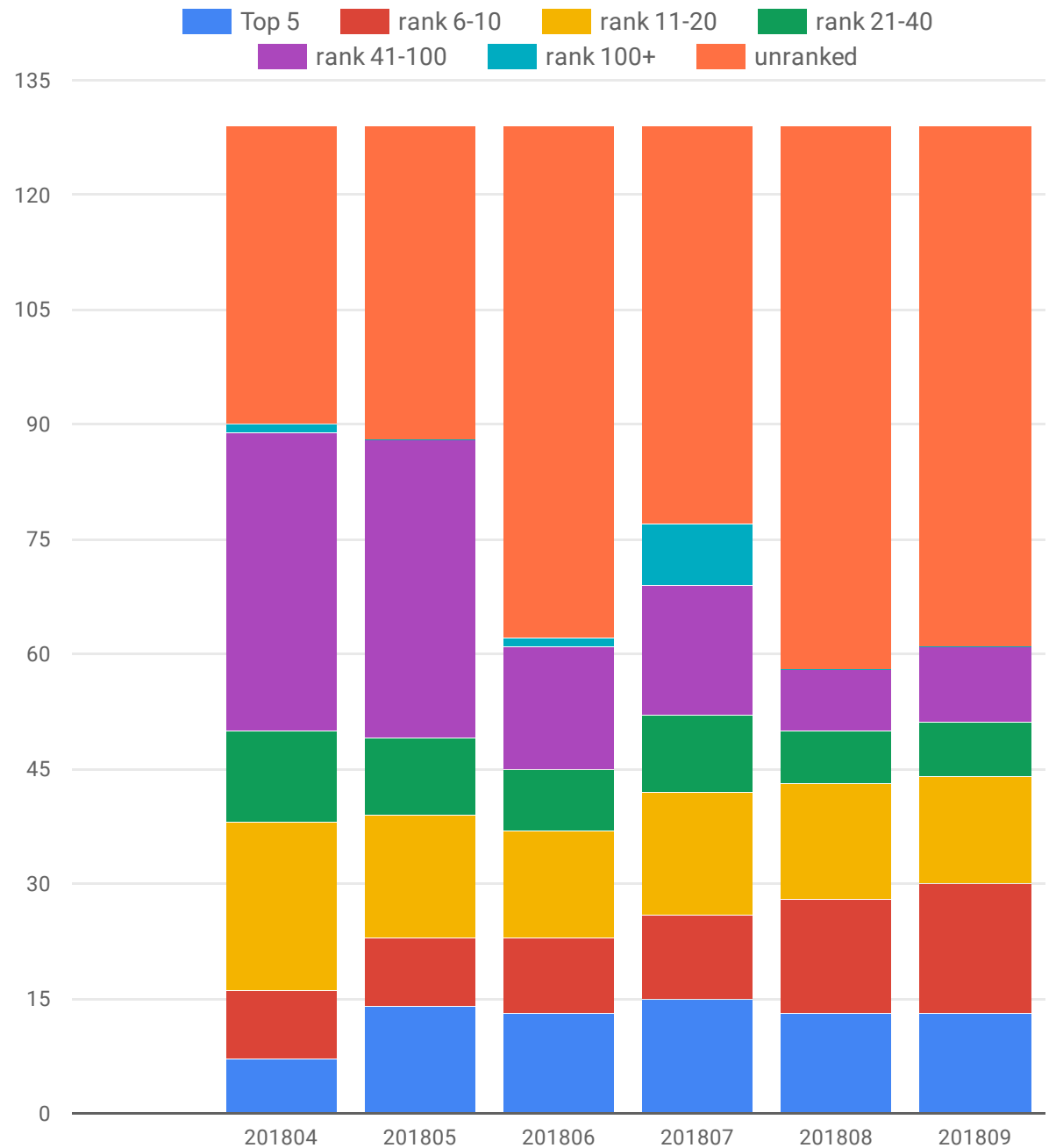
Session Duration	Sessions	Users	Pageviews
00:00:00	2,914	2,634	2,844
00:00:01	919	899	928
00:00:02	393	364	400
00:00:03	184	162	183
00:00:04	113	103	116
00:00:05	95	86	101
00:00:06	94	85	99
00:00:07	61	55	76
00:00:09	57	54	70
00:00:08	51	47	56
00:00:10	43	43	54
00:00:17	41	40	58
00:00:12	40	40	52
00:00:20	37	36	49
00:00:13	34	34	42
00:00:14	33	31	47

Page Depth	Sessions	Users	Pageviews
1	5,874	5,039	5,874
2	932	883	1,864
3	364	344	1,092
4	159	145	636
0	117	137	0
5	82	79	410
6	45	42	270
7	25	24	175
8	21	21	168
10	10	9	100
9	7	7	63
12	4	4	48
17	4	4	68
16	4	4	64
13	3	3	39
14	2	2	28

Keyword Positioning

Note - filters do not change data on this page

Keyword	Aug 2018	Sep 2018	Change	Keyword Labels
philadelphia seo company	-	-	-	added h1...
seo services in philadelph...	-	-	-	12/12 - o...
analytics services philade...	10	2	8	null
pay per click agency	82	10	72	null
ppc service philadelphia	9	3	6	null
ppc company philadelphia	16	10	6	null
philadelphia analytics	60	54	6	null
ppc philadelphia	23	17	6	null
philadelphia ppc consult...	12	7	5	null
philadelphia ppc	15	11	4	null
ppc companies philadelp...	14	10	4	null
philadelphia analytics ser...	10	6	4	null
analytics agencies philad...	16	12	4	null
content strategy agency ...	6	2	4	null
ppc agency	53	14	39	null
philadelphia ppc service	9	6	3	null
analytics agency	81	78	3	null
analytics service philadel...	26	23	3	null
ppc services philadelphia	9	6	3	null
philadelphia ppc agencies	11	9	2	null
philadelphia analytics ag...	13	11	2	null



Landing Page Details - versus previous period

Landing Page	Sessions	% Δ	Bounce Rate	% Δ	Goal Completions	% Δ	Goal Conversion Rate	% Δ
/tools/google-indexation-tester/	1,909	84.6% ↑	34.83%	53.9% ↑	322	54.1% ↑	16.87%	-16.6% ↓
/blog/reverse-image-search-tools-compared/	1,192	-17.2% ↓	10.99%	20.7% ↑	1,205	-17.0% ↓	101.09%	0.2% ↑
/blog/reverse-image-search-tools-compared/amp/	981	-7.5% ↓	77.78%	4.3% ↑	1,002	-7.6% ↓	102.14%	0.0% ↓
/	865	-0.6% ↓	48.55%	5.1% ↑	221	-0.5% ↓	25.55%	0.1% ↑
/blog/google-indexation-tester/	257	2.4% ↑	10.12%	1.6% ↑	322	6.6% ↑	125.29%	4.1% ↑
/blog/scraping-twitter-users-nothing-excel/	168	-8.2% ↓	10.71%	3.2% ↑	168	-9.7% ↓	100%	-1.6% ↓
/tools/outdated-content-finder/	159	21.4% ↑	65.41%	-16.0% ↓	17	1,600.0% ↑	10.69%	1,300.6... ↑
(not set)	117	3.5% ↑	0%	-	0	-100.0% ↓	0%	-100.0% ↓
/blog/searchable-content-optimization/	115	-6.5% ↓	39.13%	243.8% ↑	117	-6.4% ↓	101.74%	0.1% ↑
...

Landing Page Details - versus previous year

Landing Page	Sessions	% Δ	Bounce Rate	% Δ	Goal Completions	% Δ	Goal Conversion Rate	% Δ
/tools/google-indexation-tester/	1,909	155.2% ↑	34.83%	-0.5% ↓	322	140.3% ↑	16.87%	-5.8% ↓
/blog/reverse-image-search-tools-compared/	1,192	861.3% ↑	10.99%	-81.8% ↓	1,205	864.0% ↑	101.09%	0.3% ↑
/blog/reverse-image-search-tools-compared/amp/	981	24,425.0% ↑	77.78%	3.7% ↑	1,002	24,950.0% ↑	102.14%	2.1% ↑
/	865	25.4% ↑	48.55%	12.4% ↑	221	5.7% ↑	25.55%	-15.7% ↓
/blog/google-indexation-tester/	257	-62.6% ↓	10.12%	-74.1% ↓	322	-61.1% ↓	125.29%	4.1% ↑
/blog/scraping-twitter-users-nothing-excel/	168	24.4% ↑	10.71%	-83.9% ↓	168	24.4% ↑	100%	0.0%
/tools/outdated-content-finder/	159	-19.7% ↓	65.41%	4.4% ↑	17	183.3% ↑	10.69%	252.8% ↑
(not set)	117	-31.6% ↓	0%	-	0	-	0%	-
/blog/searchable-content-optimization/	115	66.7% ↑	39.13%	-42.6% ↓	117	67.1% ↑	101.74%	0.3% ↑