


Current Marketing Performance Metrics

07/01/2020 - 07/31/2020 [compared to 06/01/2020 - 06/30/2020]




EXTERNAL BACKLINKS
MAJESTIC
SITE PERFORMANCE

277

PREVIOUS: VS. 277

▲0%




CITATION FLOW
SITE PERFORMANCE

29

PREVIOUS: VS. 29

▲0%




TRUST FLOW
SITE PERFORMANCE

14

PREVIOUS: VS. 14

▲0%




DOMAIN AUTHORITY
SITE PERFORMANCE

18

PREVIOUS: VS. 18

▲0%




LOAD TIME
SITE PERFORMANCE

0.36 SECS

PREVIOUS: VS. 0.36 SECS

▲0%



PAGE SPEED
SITE PERFORMANCE

64

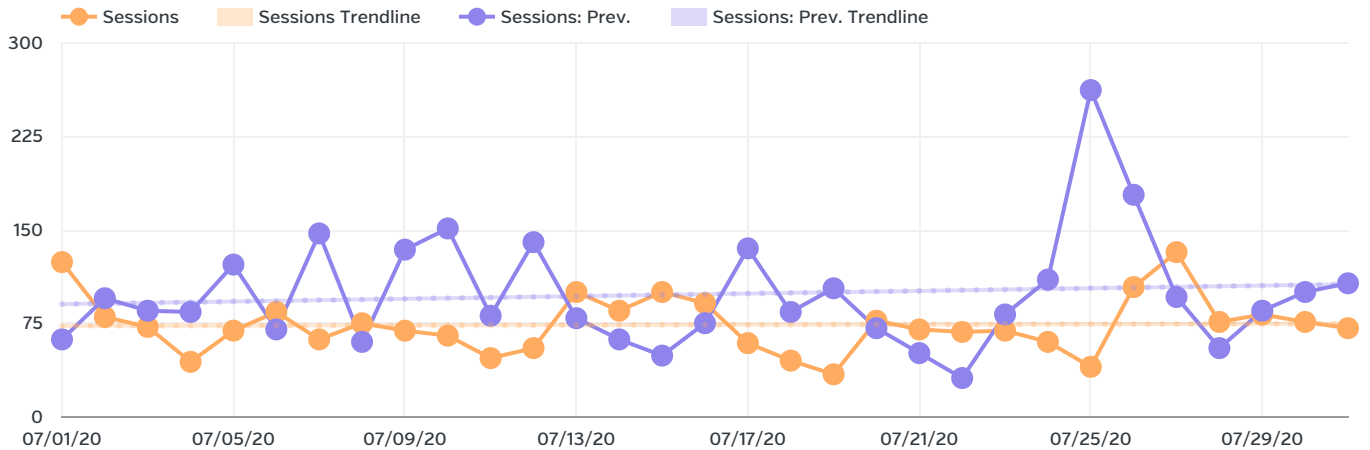
PREVIOUS: VS. 64

▲0%

Google Analytics - Summary

07/01/2020 - 07/31/2020 [compared to 05/31/2020 - 06/30/2020]

OVERVIEW SESSIONS



ALL TRAFFIC SESSIONS

2,285

PREVIOUS: 3,046

▼-24.98%

ALL REFERRALS SESSIONS

464

PREVIOUS: 885

▼-47.57%

GOALS GOAL COMPLETIONS

60

PREVIOUS: 96

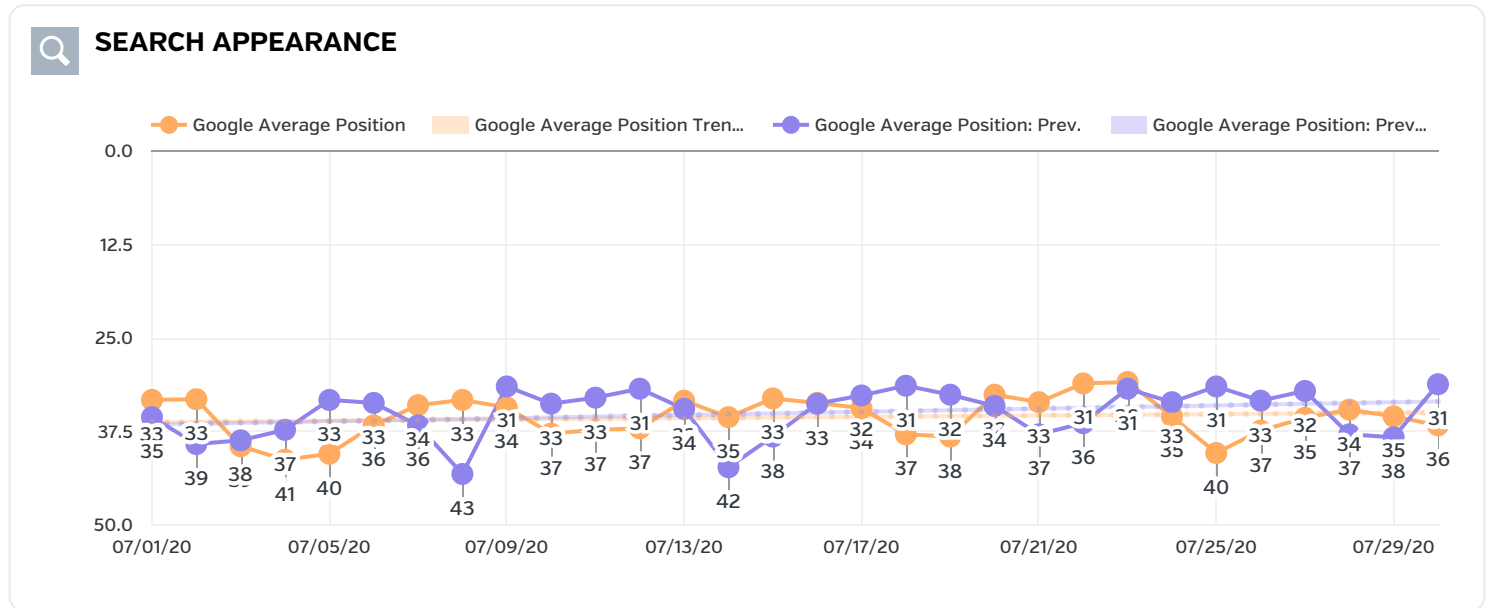
▼-37.5%

TOP TRAFFIC SESSIONS

CHANNELS	SESSIONS	NEW USERS	BOUNCE RATE	PAGES / SESSION	AVG. SESSION DURATION
Organic Search	▼-2.49% 1,135 vs 1,164	▲2.44% 840 vs 820	▲5.72% 79.47% vs 75.17%	▼-5.99% 1.65 vs 1.75	▼-23.57% 1:04 vs 1:24
Direct	▼-29.03% 670 vs 944	▼-31.44% 447 vs 652	▲4.59% 72.24% vs 69.07%	▼-6.22% 1.86 vs 1.98	▼-3.13% 1:18 vs 1:20
Social	▼-51.47% 363 vs 748	▼-45.09% 207 vs 377	▼-2.31% 65.56% vs 67.11%	▼-3.38% 1.81 vs 1.87	▲5.63% 1:56 vs 1:50
Referral	▼-26.81% 101 vs 138	▼-13.33% 39 vs 45	▼-20.72% 46.53% vs 58.70%	▼-20.68% 2.89 vs 3.64	▼-8.81% 3:06 vs 3:24
[Other]	▼-69.23% 16 vs 52	∞ 1 vs 0	▲80.56% 62.50% vs 34.62%	▼-47.26% 2.69 vs 5.10	▼-48.98% 3:15 vs 6:23

Search Analytics - Search Appearance

07/01/2020 - 07/31/2020 [compared to 05/31/2020 - 06/30/2020]



CLICKS

990
PREVIOUS: 1,089
▼-9.09%

IMPRESSIONS

38,312
PREVIOUS: 35,217
▲8.79%

CTR

2.58
PREVIOUS: 3.09
▼-16.50%

POSITION

35.30
PREVIOUS: 34.60
▼-2.02%

SEO Metrics - Site Engagement from Organic Traffic

07/01/2020 - 07/31/2020 (compared to 05/31/2020 - 06/30/2020)

