

SEARCH TRAFFIC PERFORMANCE

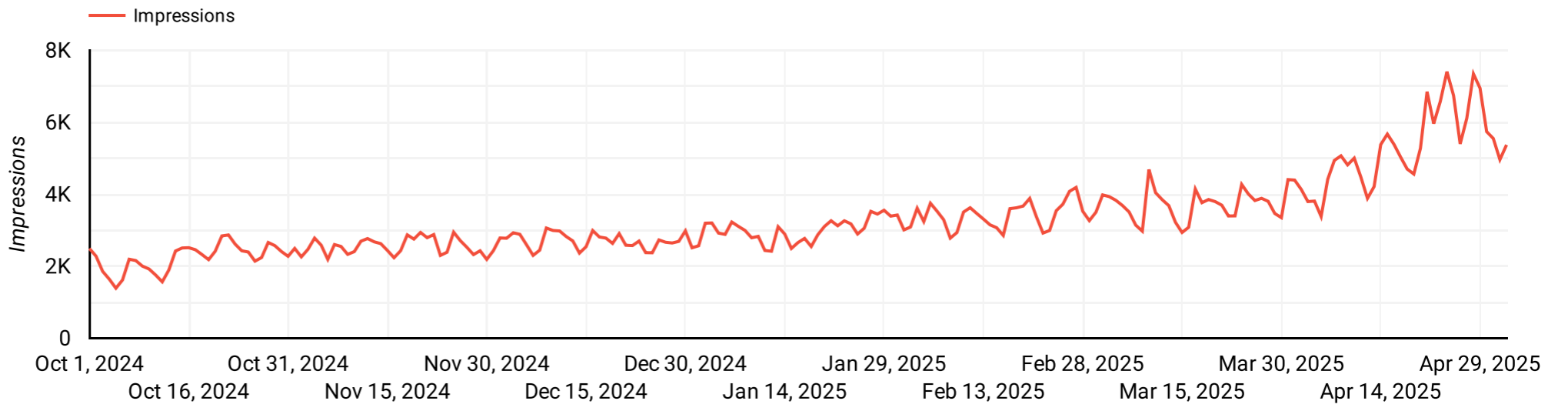
Search type: web Apr 1, 2025 - Apr 30, 2025

This is **How Often Your Website Appeared** in Google Search Results on [Selected Date]...

157,221

↑ 41.7%

Total Impressions
With Previous Month
Comparison



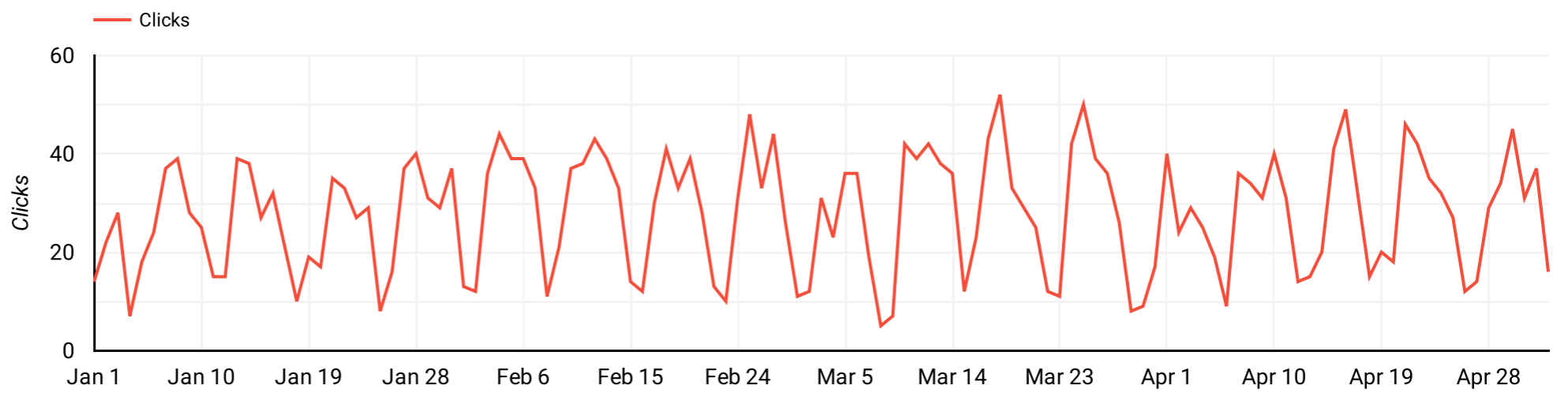
This is **How Many Users Clicked Through to Your Website** from Google Search on [Selected Date]...

858

↑ 3.0%

Total URL Click
With Previous Month
Comparison

A 'click' occurs when someone sees our website in their search results and then clicks on it to visit our site. These are users actively choosing to engage with us.

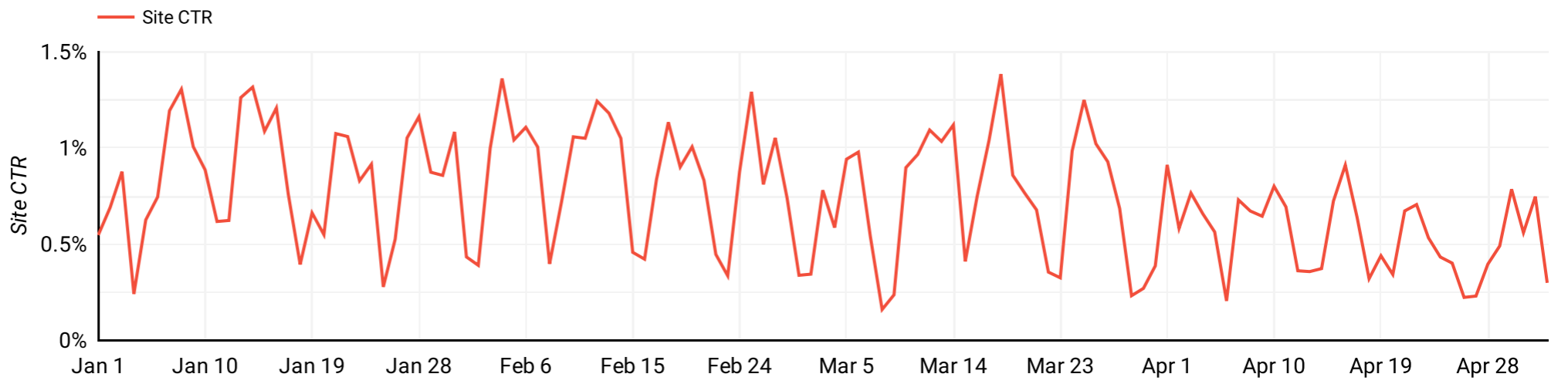


'Click-Through Rate' or CTR is the percentage of the number of times our website appears in search results (impressions) and is actually clicked on.

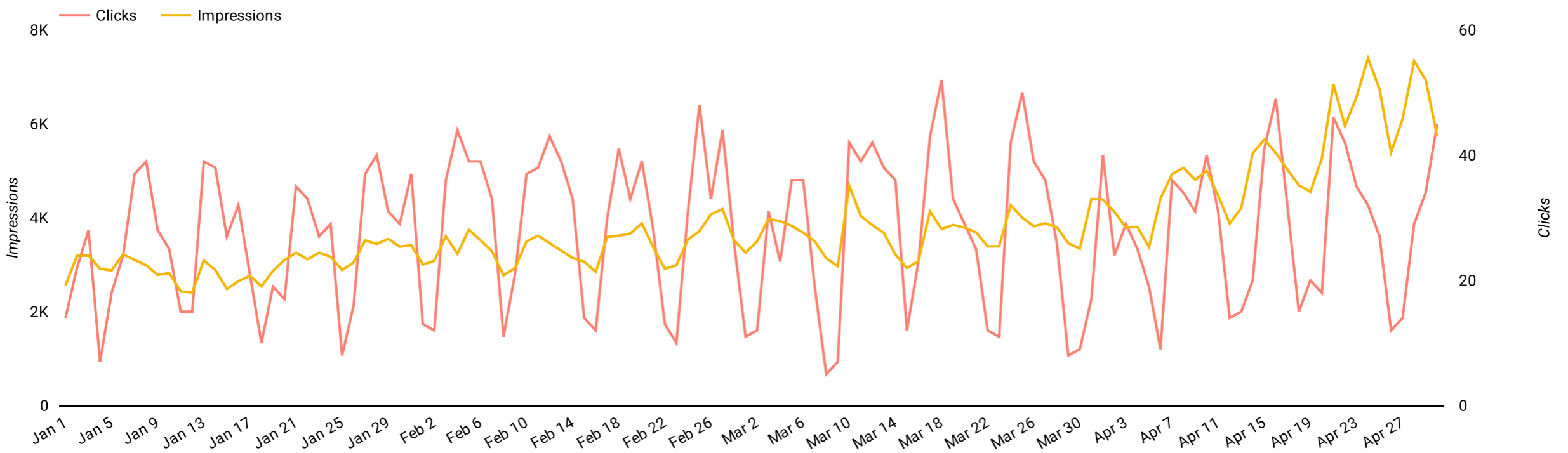
0.55%

↓ -27.3%

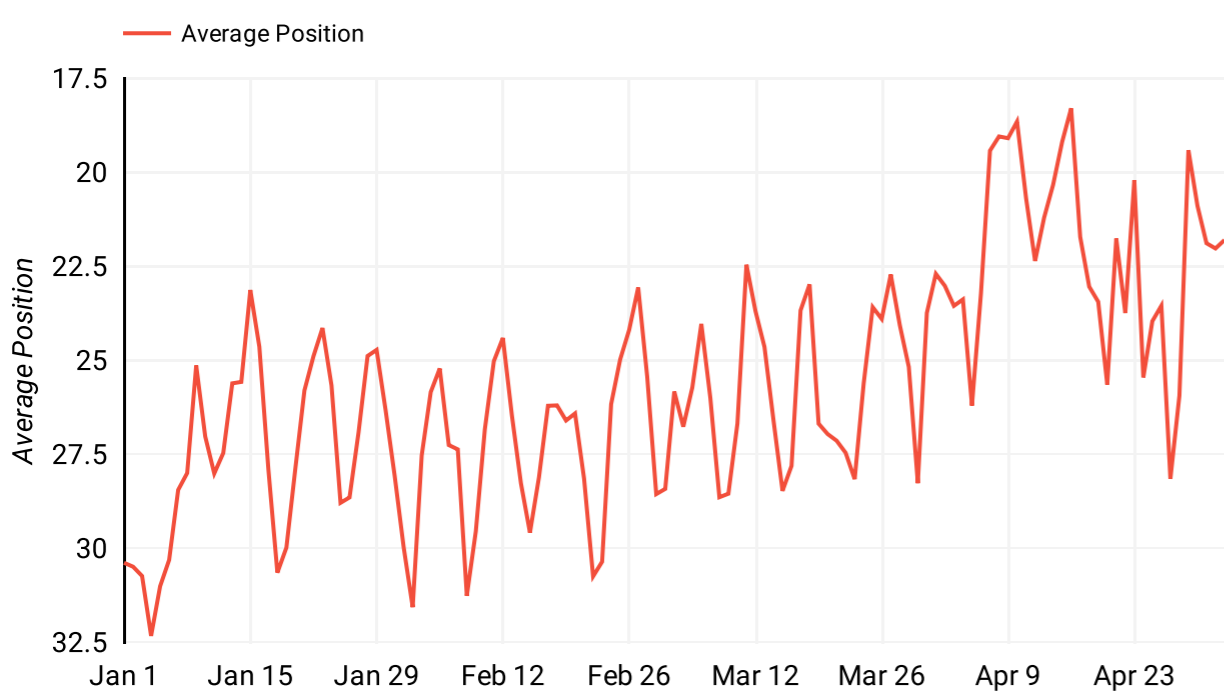
Average Click-Through Rate
With Previous Month
Comparison



This is the **Trend of Clicks and Impressions** on Current Quarter...



This is Your **Website's Average Ranking Position** in Google Search on Current Quarter...



These are the **Top Search Queries Driving Traffic** to Your Website on [Selected Date]...

Query	Impressions	Clicks	Average Position
1. [redacted]	130	56	1.07
2. [redacted]	70	42	1
3. torque wrench	4,205	19	2.56
4. onelab	462	12	10.86
5. ier 21-4	39	8	1.92
6. [redacted]	16	6	1.13
7. [redacted]	278	5	8.41
8. [redacted]	19	4	1.16
9. imperial metrology	29	4	2.41
10. [redacted]	15	4	1.07

WEBSITE PERFORMANCE

Apr 1, 2025 - Apr 30, 2025

This is **How Many People Visited and Engaged** with Your Website on [Selected Date]...

2,827

↓ -0.9%

Website Visitors
With Previous Month Comparison

2,685

↓ -0.3%

New Website Visitors
With Previous Month Comparison

1,897

↓ -1.3%

Engaged Website Visits
With Previous Month Comparison

58.60%

↑ 3.8%

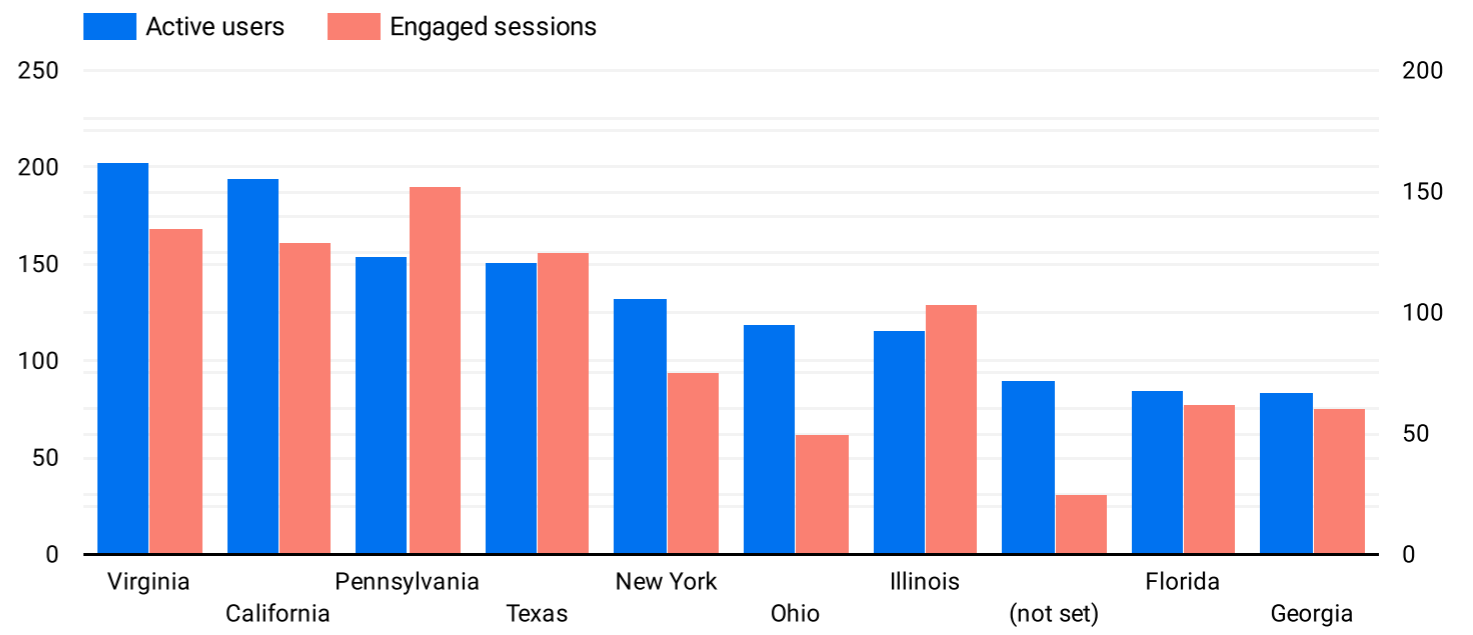
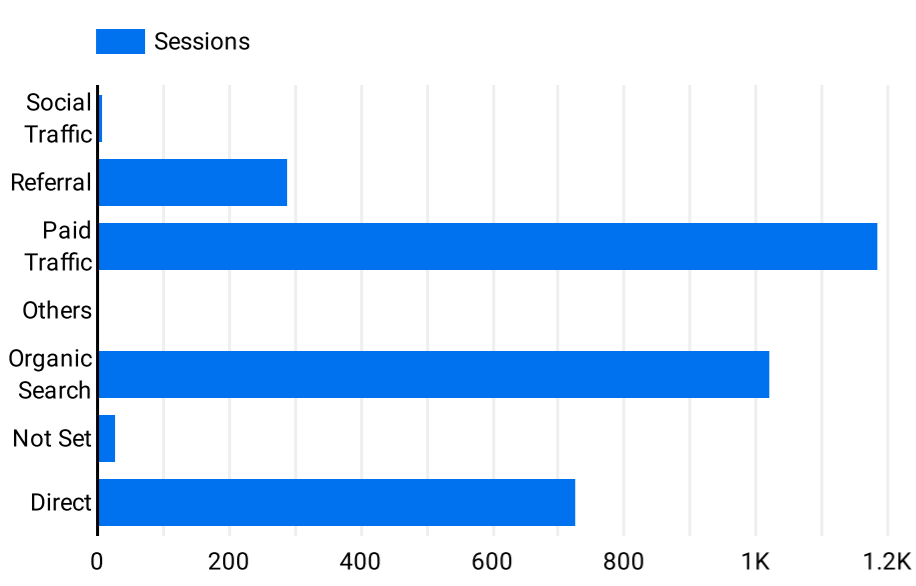
Website Engagement Rate
With Previous Month Comparison

00:01:16

↑ 71.0%

Avg. Engagement Time
With Previous Month Comparison

This is **Where Your Website Visitors Came From** [Selected Date]...



This is How Each **Traffic Source Performs in Terms of Engagement** on [Selected Date] with Previous Month Comparison...

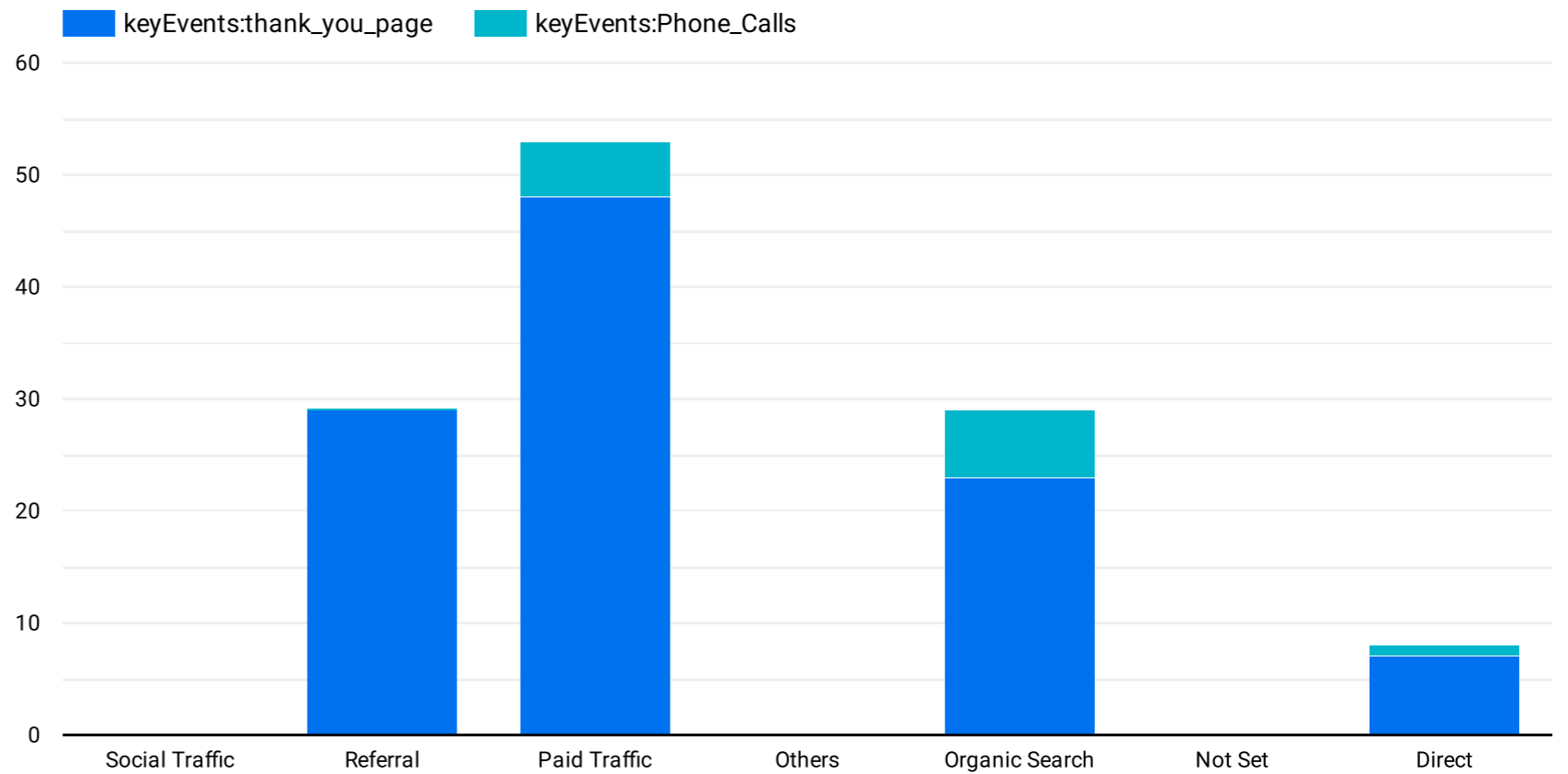
	New Session Source / Medium	Active Website Visitors	% Δ	Engagement rate	% Δ	Avg. Engagement Time	% Δ
1.	Paid Traffic	1,041	-11.6% ↓	67.82%	1.9% ↑	00:00:49	-3.7% ↓
2.	Organic Search	788	6.9% ↑	65.69%	0.8% ↑	00:00:55	1.3% ↑
3.	Direct	613	-16.3% ↓	32.74%	8.1% ↑	00:00:22	-2.3% ↓
4.	Referral	215	-2.3% ↓	63.1%	13.8% ↑	00:00:27	-25.6% ↓
5.	Social Traffic	7	-36.4% ↓	71.43%	12.2% ↑	00:00:05	81.7% ↑

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This is **How Visitors are Converting on Your Website** on [Selected date]...

12
↓ -85.5%
Phone Calls
With Previous Month Comparison

107
↑ 32.1%
Web Lead
With Previous Month Comparison



This is **How Visitors Engage With Your Web Pages** on [Selected date]...

	Full page URL	Active Website Visitors	Scrolled users	Engagement rate	Avg. Engagement Time per User	Key events
1.	[Redacted]	799	202	52.05%	00:00:21	10
2.	[Redacted]	276	131	68.61%	00:00:55	0
3.	[Redacted]	192	54	82.89%	00:00:18	0
4.	[Redacted]	126	33	88.89%	00:00:29	89
5.	[Redacted]	117	30	86.13%	00:00:26	0
6.	[Redacted]	112	30	85.16%	00:00:27	2

ADS PERFORMANCE

Apr 1, 2025 - Apr 30, 2025

Use this drop down to select the specific campaign you want to monitor the performance

Campaign

This is Your **Overall Bing Ads Performance** on [Selected Date]...

51,533

↑ 36.0%

Total Impressions
With Previous Month Comparison

1,241

↑ 22.3%

Total Clicks
With Previous Month Comparison

2.41%

↓ -10.1%

Click-Through Rate
With Previous Month Comparison

\$2,085.88

↑ \$45.06

Total Spend
With Previous Month Comparison

\$1.68

↓ -16.4%

Average Cost Per Click
With Previous Month Comparison

44

↓ -12.0%

Total Conversions
With Previous Month Comparison

3.55%

↓ -28.0%

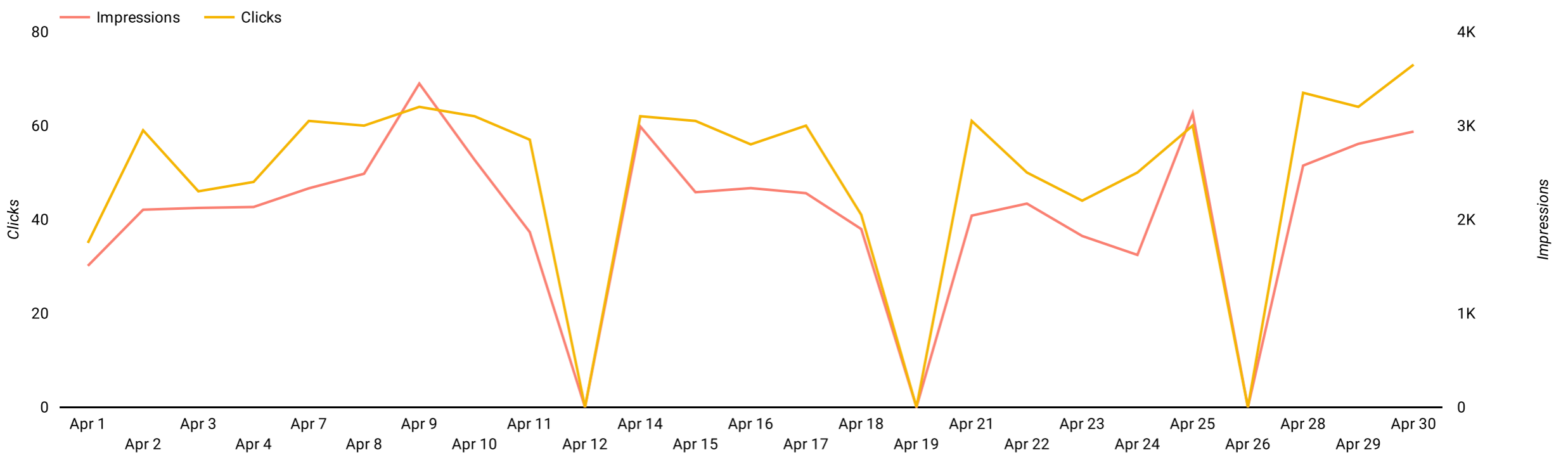
Conversion Rate
With Previous Month Comparison

\$47.41

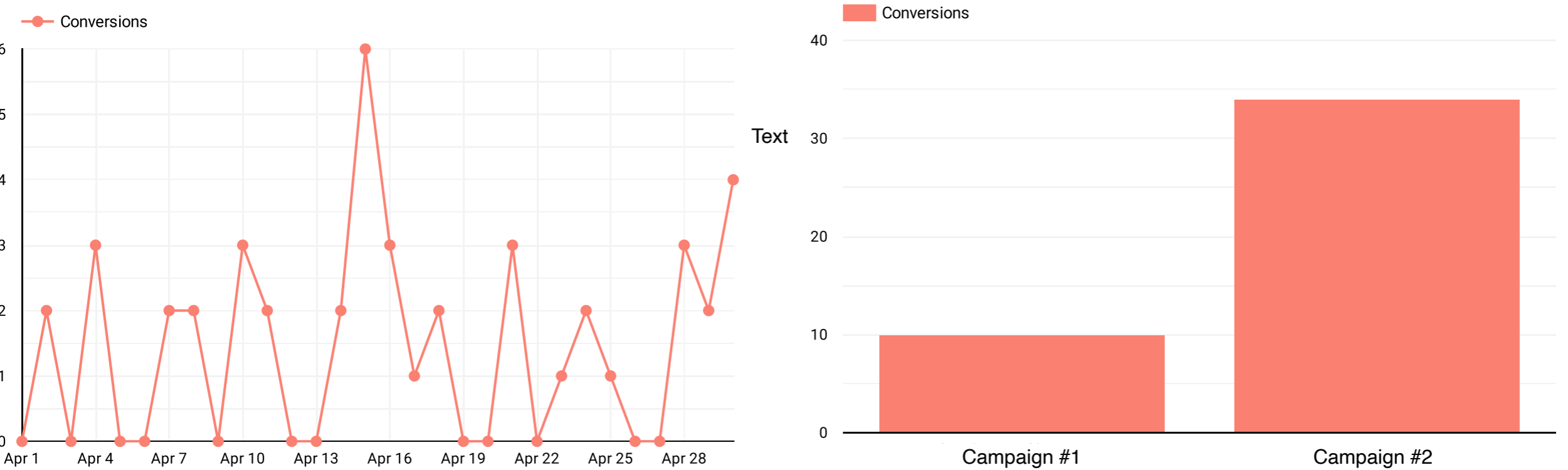
↑ 16.1%

Cost Per Conversion
With Previous Month Comparison

This is the **Trend of Clicks and Impressions** on [Selected Date]...



This is **How Your Campaigns are Performing** on [Selected Date]...



	Ad group	Impressions	Clicks	CTR	Spend	Average CPC	Conversions	CostPerConversion
1.		31,191	747	2.39%	\$1,001.98	\$1.34	34	\$29.47
2.		20,342	494	2.43%	\$1,083.9	\$2.19	10	\$108.39

ADS KEYWORDS & AUDIENCE PERFORMANCE

Apr 1, 2025 - Apr 30, 2025

Use this drop down to select the specific campaign you want to monitor the performance

Campaign

This is **How Your Keywords are Driving Results** on [Selected Date]...

	Keyword	Clicks	Impressions	CTR	Spend	Average CPC	Conversions	CostPerConversion
1.	onsite calibration services near me	30	1,023	2.93%	\$37.47	\$1.25	4	\$9.37
2.	test equipment calibration services	14	608	2.3%	\$17.04	\$1.22	2	\$8.52
3.	certified calibration services	51	1,205	4.23%	\$79.54	\$1.56	2	\$39.77
4.	iso 17025 accredited calibration	23	850	2.71%	\$28.25	\$1.23	2	\$14.13
5.	Meter Calibration	20	675	2.96%	\$26.35	\$1.32	2	\$13.18

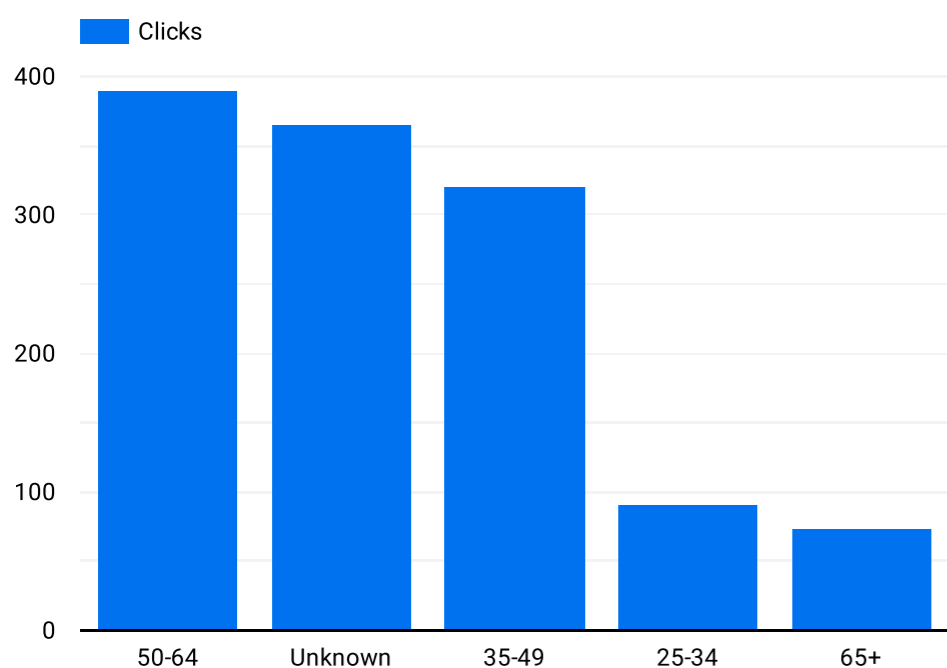
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This is **What People are Searching For to Find Your Ads** on [Selected Date]...

	Search query	Clicks	Impressions	CTR	Spend	Average CPC	Conversions	CostPerConversion
1.	radiation meter calibration services	1	3	33.33%	\$1.85	\$1.85	1	\$1.85
2.	precision labs palmdale ca	1	1	100%	\$2.41	\$2.41	1	\$2.41
3.	dwyer rmc-121 calibration service	1	3	33.33%	\$1.88	\$1.88	1	\$1.88
4.	blue-white f-450 calibration service	1	2	50%	\$2.24	\$2.24	1	\$2.24
5.	calibration services nebraska	1	1	100%	\$1.1	\$1.1	1	\$1.1

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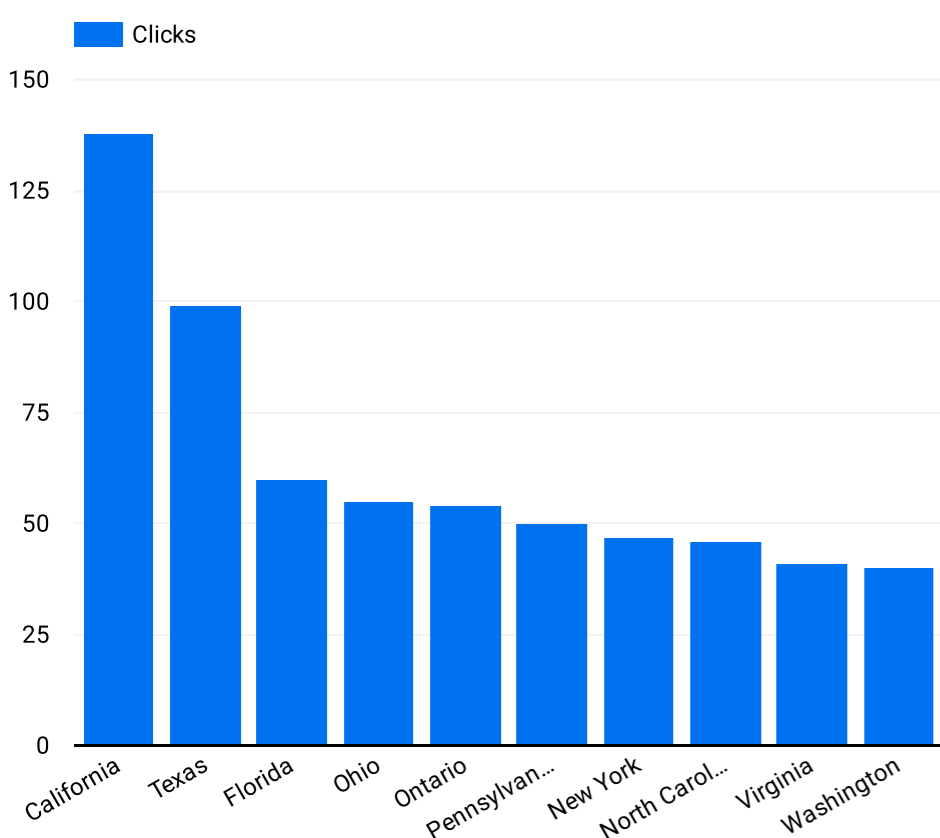
This is **How Different Audiences are Responding to Your Ads** on [Selected Date]...



	Age Group	Clicks	Impressions	CTR	Spend	Average CPC	Conversions	CostPerConversion
1..	50-64	390	16,389	2.38%	\$713.59	\$1.83	21	\$33.98
2..	35-49	321	13,888	2.31%	\$583.82	\$1.82	10	\$58.38
3..	65+	74	2,593	2.85%	\$103.56	\$1.4	5	\$20.71
4..	Unknown	365	15,194	2.4%	\$539.68	\$1.48	4	\$134.92
5..	25-34	91	3,469	2.62%	\$145.23	\$1.6	4	\$36.31

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This is **Geographic Performance of your Ads** on [Selected Date]...



	State	Clicks	Impressions	CTR	Spend	Average CPC	Conversions	CostPerConversion
1..	California	138	4,500	3.07%	\$222.04	\$1.61	4	\$55.51
2..	Ohio	55	2,235	2.46%	\$98.9	\$1.8	3	\$32.97
3..	Arizona	26	1,068	2.43%	\$47.82	\$1.84	3	\$15.94
4..	Texas	99	4,515	2.19%	\$177.47	\$1.79	3	\$59.16
5..	Connecticut	20	746	2.68%	\$38.32	\$1.92	3	\$12.77
6..	Florida	60	2,584	2.32%	\$113.98	\$1.9	3	\$37.99
7..	Kentucky	12	560	2.14%	\$22.5	\$1.88	2	\$11.25
8..	Wisconsin	13	1,170	1.11%	\$20.54	\$1.58	2	\$10.27
9..	New Jersey	31	1,173	2.64%	\$47.3	\$1.53	2	\$23.65
1..	Virginia	41	1,626	2.52%	\$59.87	\$1.46	2	\$29.94
1..	Indiana	40	1,228	3.26%	\$58.86	\$1.47	2	\$29.43

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