

Channel ▼ Device ▼ May 1, 2022 - May 31, 2022 ▼

Users & Sessions

by Users, Sessions & Avg. Sessions Duration

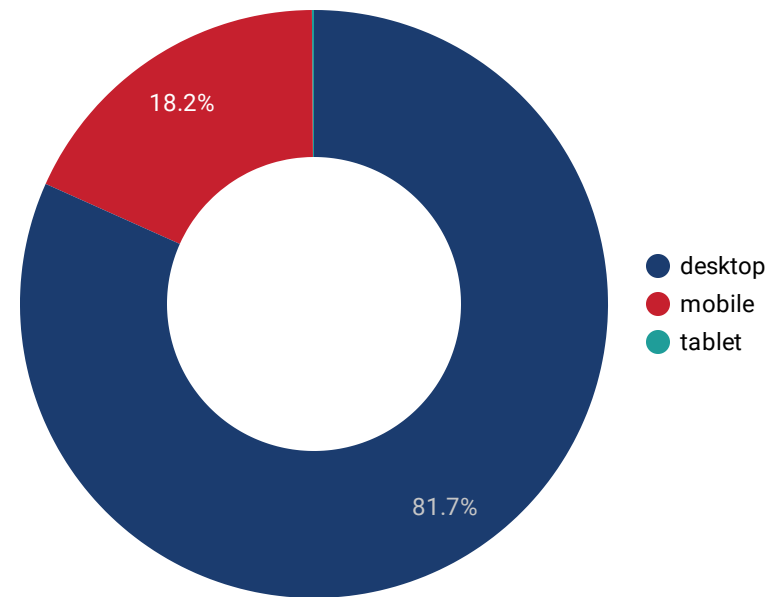
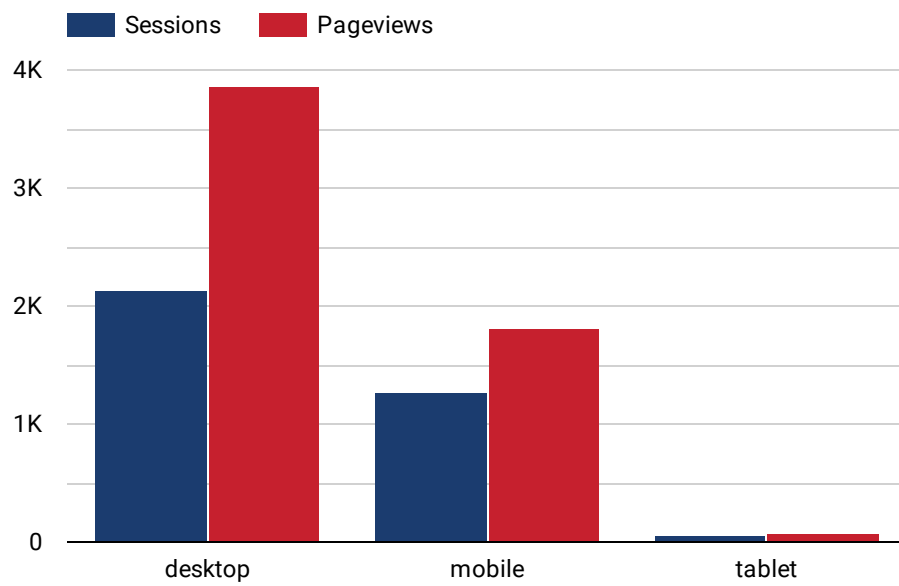
Users 2.7K ↑ 51.8%	New Users 2.5K ↑ 47.4%	Sessions 3.5K ↑ 51.2%	Sessions per User 1.3 ↓ -0.4%
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Site Health

by Bounce Rate, Avg. Session Duration & Page Load Time

Bounce Rate 64.9% ↓ -8.4%	Avg. Session Duration 01:05 ↓ -17.1%	Avg. Page Load Time (sec) 2.9 ↑ 22.6%
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Device Performance

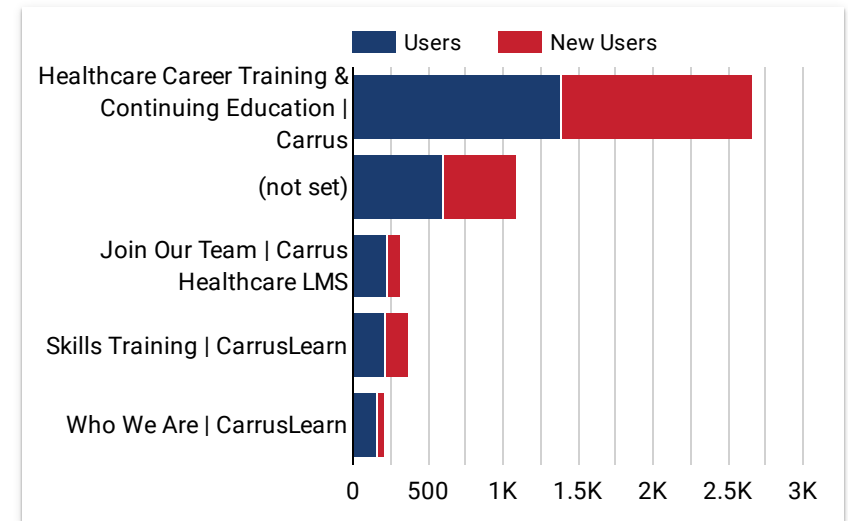


Top Visited Pages

Page Title	Sessions	Pageviews	Unique Pageviews	Avg. Time on Page
Healthcare Career Training & Continuing Education Carrus	1,753	2,235	1,797	00:02:03
(not set)	734	1,191	734	00:00:30
Skills Training CarrusLearn	169	264	237	00:01:13
Join Our Team Carrus Healthcare LMS	146	316	292	00:02:56
Corporate and Industry Newsroom Carrus Healthcare LMS	93	253	210	00:01:05
Grand total	3,462	5,749	4,544	00:01:38

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Pages by User Type



Top Landing Pages

Landing Page

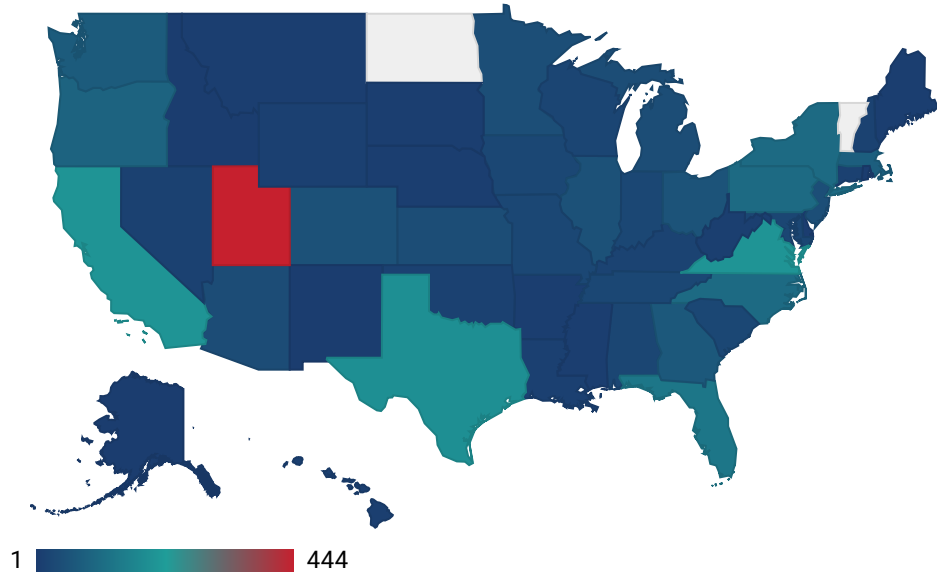
Contains ▼

Landing Page	Users	% Δ	Bounce Rate
/	1,827	52.0% ↑	54.4%
/jobs/	122	-24.2% ↓	94.3%
/solutions/training/?uid=soc_facebook_ad_traffic_052622skillsdevelopment	119	-	90.91%
/newsroom/	81	-46.0% ↓	86.21%
?uid=soc_instagram_ad_traffic_052622homepage	74	-	97.33%
Grand total	2,730	51.8% ↑	64.93%

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Sessions and Users by State

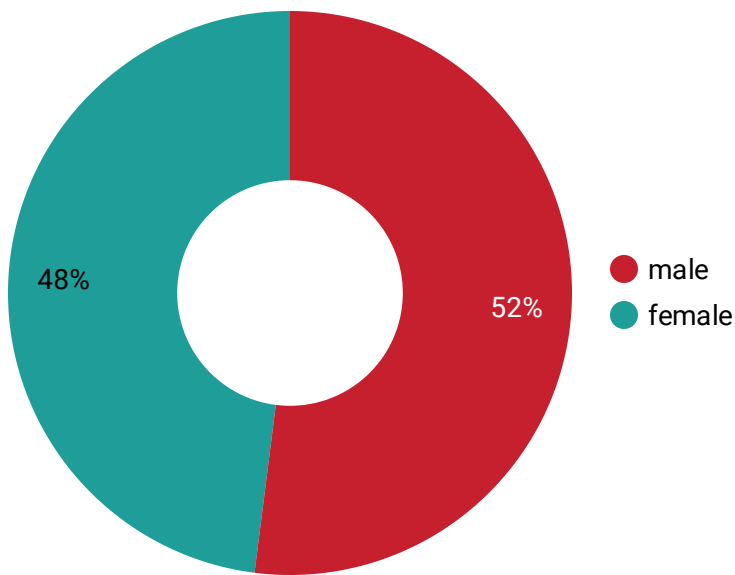


Sessions and Users by City

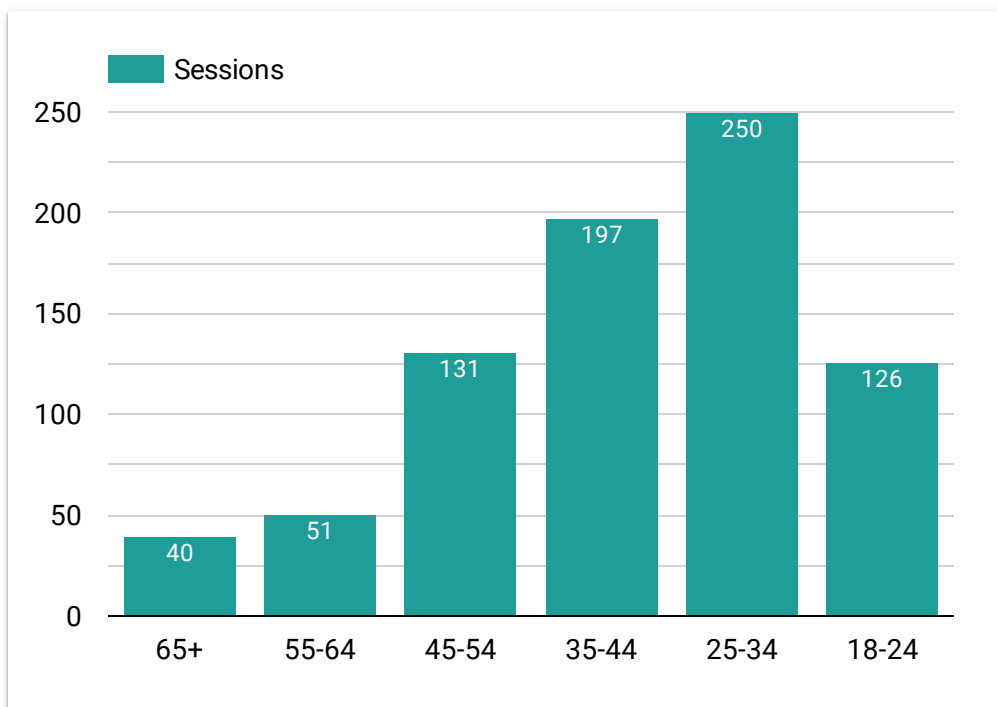
Metro	Sessions	Pageviews
(not set)	983	1,530
Salt Lake City UT	439	1,004
Washington DC (Hagerstown MD)	202	223
New York, NY	119	165
Portland OR	89	98
Boston MA-Manchester NH	84	330
Los Angeles CA	81	135
Dallas-Ft. Worth TX	73	102
San Francisco-Oakland-San Jose...	55	85
Raleigh-Durham (Fayetteville) NC	52	107
Philadelphia PA	49	79
Seattle-Tacoma WA	46	80
Chicago IL	46	81
Denver CO	45	77
Houston TX	44	124
Atlanta GA	43	67
Minneapolis-St. Paul MN	34	52
Tulsa OK	34	35
Wilkes Barre-Scranton PA	33	49
Miami-Ft. Lauderdale FL	33	41
Grand total	3,462	5,749

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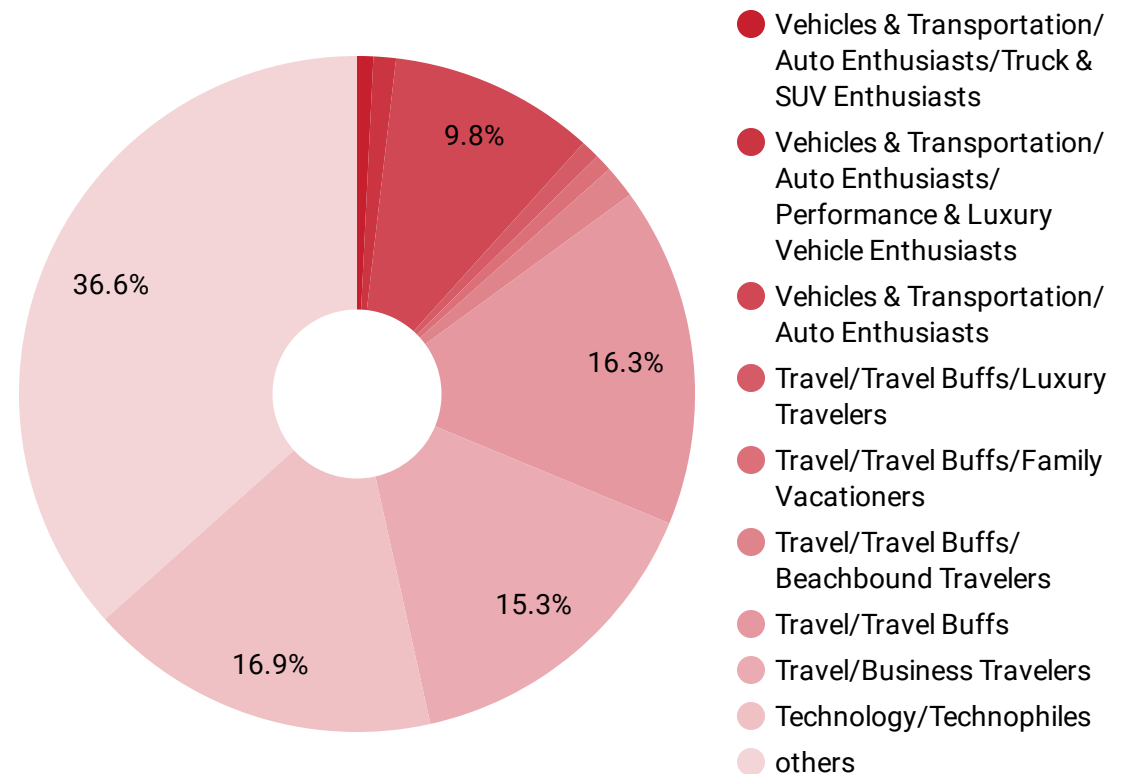
Users by Sex



Users by Age



Users Interests



Channel ▼ Device ▼ **Insights**
May 1, 2022 - May 31, 2022 ▼

Top Acquisition Channels

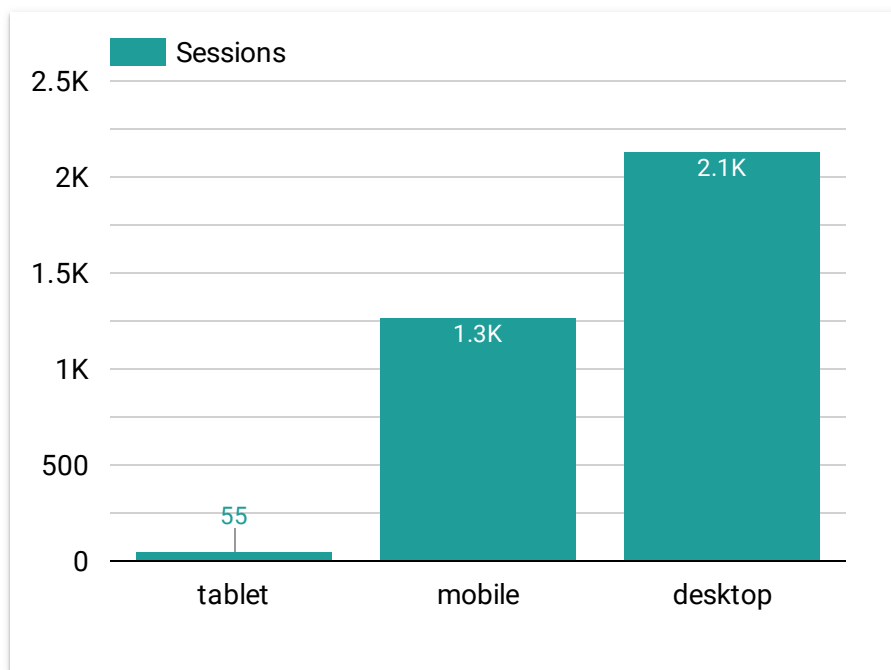
Acquisition Channel	Sessions ▼
Direct	1,826
Organic Search	777
Social	539
Referral	174
(Other)	3
Grand total	3,462

User Source

Source / Medium ▼	Sessions	% New Sessions	Bounce Rate
zoominfo.com / referral	1	100%	100%
yahoo / organic	12	67%	50%
www-military-com.cdn.ampproject.org / referral	2	100%	100%
workwithoutapplause.com / referral	1	100%	100%
webmail.wmh.org / referral	1	100%	100%
webmail.arvig.net / referral	1	100%	0%
usveteransmagazine.com / referral	10	80%	50%
ui.reviews.dm.aws.gartner.com / referral	1	100%	100%
trakstar.lightning.force.com / referral	1	100%	0%
spreedly1.my.salesforce.com / referral	1	100%	0%
semrush.com / referral	17	0%	35%
saasquatch.lightning.force.com / referral	4	0%	75%
revelstokecapital.com / referral	4	100%	75%
prnewswire.com / referral	4	25%	75%
pi.pardot.com / referral	1	100%	100%
paycomonline.net / referral	18	6%	50%
parsely.lightning.force.com / referral	2	50%	100%
observer.com / referral	1	100%	100%
na-sj38.marketodesigner.com / referral	14	0%	43%
military.com / referral	7	100%	86%
Grand total	3,462	72%	65%

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Users by Device

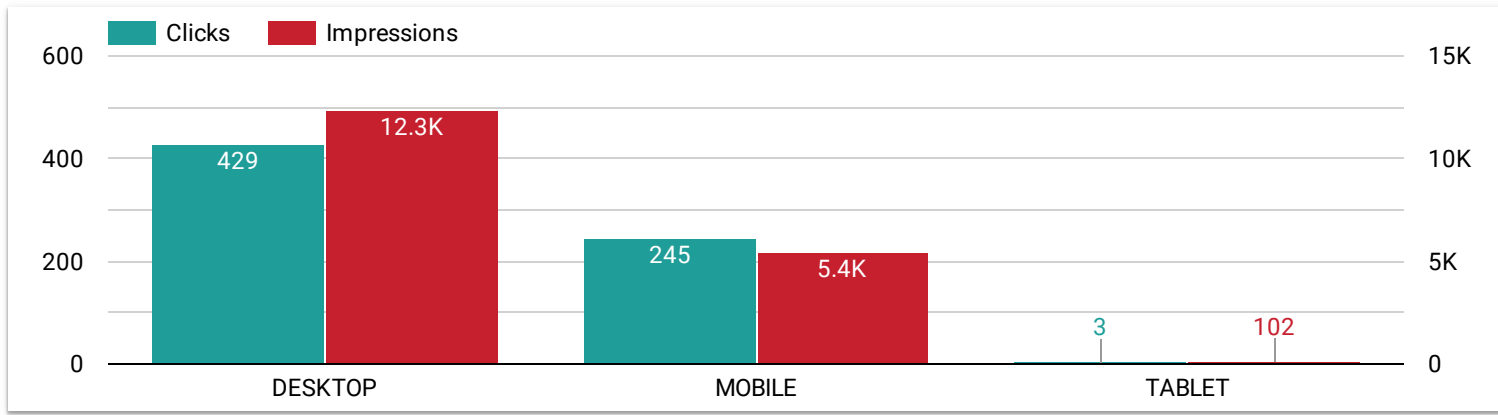


Avg. Load Times and Bounce Rate by Page

Page Title	Avg Load Time ▼	Bounce Rate
Page not found CarrusLearn	6.62	86.54%
Corporate and Industry Newsroom Carrus Healthcare LMS	4.85	84.95%
Healthcare Career Training & Continuing Education Carrus	3.02	64.75%
Skills Training CarrusLearn	2.44	91.72%
What Is Medical Reskilling, and How Can It Increase Retention Rat...	2.42	93.75%
Who We Are CarrusLearn	2.19	77.59%
Become a Trusted Carrus Partner CarrusLearn	1.21	68.75%
Healthcare Training Provider More Than Technical Training - Carr...	null	100%
Carrus Acquires Archetype Innovations Carrus - Online Healthcar...	null	0%
ADA Statement Carrus Healthcare LMS	null	50%
Grand total	2.94	64.93%

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Query Channel Device May 1, 2022 - May 31, 2022



Clicks 677.0 ↓ -9.1%	Impressions 17.9K ↑ 5.5%
Site CTR 3.8% ↓ -13.8%	Average Position 37.63 ↓ -2.0%

Clicks, Impressions & Average Position by Query/Keyword

Query Contains

Query	Clicks	% Δ	Impressions	% Δ	Site CTR	% Δ	Average Position	% Δ
carrus	315	-15.1% ↓	2,545	0.8% ↑	12.38%	-15.7% ↓	4.05	4.0% ↑
carrus learn	53	-3.6% ↓	142	35.2% ↑	37.32%	-28.7% ↓	1	0.0%
carruslearn	26	62.5% ↑	41	70.8% ↑	63.41%	-4.9% ↓	1.02	2.4% ↑
carrus lehi	13	85.7% ↑	108	125.0% ↑	12.04%	-17.5% ↓	1.14	-20.8% ↓
carrus learning	13	8.3% ↑	23	9.5% ↑	56.52%	-1.1% ↓	1.43	43.5% ↑
infection control certification online free	10	0.0%	501	3.3% ↑	2%	-3.2% ↓	8.08	-4.7% ↓
carrus jobs	9	-18.2% ↓	37	-11.9% ↓	24.32%	-7.1% ↓	4.62	-16.3% ↓
carrus education	7	133.3% ↑	43	79.2% ↑	16.28%	30.2% ↑	3.53	-41.9% ↓
carrus career step	7	-36.4% ↓	19	-36.7% ↓	36.84%	0.5% ↑	1.16	12.1% ↑
carrus careers	6	-70.0% ↓	16	-68.0% ↓	37.5%	-6.3% ↓	2.5	-23.8% ↓
Grand total	677	-9.1% ↓	17,876	5.5% ↑	3.79%	-13.8% ↓	37.63	-2.0% ↓

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Clicks, Impressions & Average Position by Page

Landing Page Contains

Landing Page	Url Clicks	% Δ	Impressions	% Δ	URL CTR	% Δ
https://www.carruslearn.com/	491	-5.0% ↓	8,916	10.0% ↑	5.51%	-13.7% ↓
https://www.carruslearn.com/jobs/	51	-32.9% ↓	2,260	-8.4% ↓	2.26%	-26.7% ↓
https://www.carruslearn.com/newsroom/online-infection-prevention-training-available-free-from-carrus/	49	172.2% ↑	4,356	232.3% ↑	1.12%	-18.1% ↓
https://www.carruslearn.com/who-we-are/	36	-10.0% ↓	3,014	6.5% ↑	1.19%	-15.5% ↓
https://www.carruslearn.com/who-we-are/contact/	15	-11.8% ↓	1,732	41.5% ↑	0.87%	-37.6% ↓
https://www.carruslearn.com/partners/become-a-partner/healthcare/	11	266.7% ↑	492	54.2% ↑	2.24%	137.7% ↑
https://www.carruslearn.com/newsroom/career-step-repositions-as-carrus/	10	233.3% ↑	1,031	-10.1% ↓	0.97%	270.8% ↑
https://www.carruslearn.com/what-we-do/	9	50.0% ↑	336	18.3% ↑	2.68%	26.8% ↑
https://www.carruslearn.com/newsroom/what-is-medical-reskilling-why-is-it-important/	4	-	87	-	4.6%	-
https://www.carruslearn.com/newsroom/executive/derris-moore/	3	50.0% ↑	7	-41.7% ↓	42.86%	157.1% ↑
Grand total	701	-7.6% ↓	27,666	2.4% ↑	2.53%	-9.8% ↓

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Channel ▼ Device ▼ **Explorer**
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Landing Page	Impressions ▼
https://www.carruslearn.com/	8,916 
https://www.carruslearn.com/newsroom/online-infection-prevention-training-available-free-from-carrus/	4,356 
https://www.carruslearn.com/who-we-are/	3,014 
https://www.carruslearn.com/jobs/	2,260 
https://www.carruslearn.com/who-we-are/contact/	1,732 
Grand total	27,666

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Filters

Query Equals ▼

Landing Page Equals ▼

Query	# of Pages ▼
careercert	15
carrus	10
carrus learning	9
carrus education	9
carrus learn	9
Grand total	46

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Queries by Impressions & Page

Query	Landing Page 🔗 ▼	Impressions 1 ▼	Clicks	URL CTR
carrus	https://www.carruslearn.com/	2,488	299	12.02%
carrus	https://www.carruslearn.com/who-we-are/	1,626	3	0.18%
carrus	https://www.carruslearn.com/jobs/	1,508	10	0.66%
carrus	https://www.carruslearn.com/who-we-are/contact/	988	3	0.3%
healthcare lms	https://www.carruslearn.com/who-we-are/values/	663	1	0.15%
infection control certification online free	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	501	10	2%
carrus	https://www.carruslearn.com/who-we-are/values/	459	0	0%
carrus	https://www.carruslearn.com/partners/	376	0	0%
carrus	https://www.carruslearn.com/partners/become-a-partner/	226	0	0%
careerstep login	https://www.carruslearn.com/	219	0	0%
carrus	https://www.carruslearn.com/newsroom/career-step-repositions-as-carrus/	209	2	0.96%
healthcare training	https://www.carruslearn.com/	199	0	0%
healthcare employee training programs	https://www.carruslearn.com/	196	0	0%
infection control certification online	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	183	0	0%
careerstep	https://www.carruslearn.com/newsroom/career-step-repositions-as-carrus/	177	0	0%
carrus health	https://www.carruslearn.com/	175	4	2.29%
carrus	http://www.carruslearn.com/	168	0	0%
app.careerstep	https://www.carruslearn.com/	166	0	0%
healthcare job training	https://www.carruslearn.com/	161	0	0%
healthcare career training	https://www.carruslearn.com/	156	0	0%
Grand total		27,666	701	2.53%

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Do you see self-referrals?

This is the list of referral sources to your website. If you are seeing your own domains here, you should review your cross-domain tracking configuration, Referral Exclusion List, and check for pages that may be missing GA tracking.

Source	Sessions
linkedin.com	105
careerstep.com	37
indeed.com	34
l.facebook.com	28
m.facebook.com	27
emails.careerstep.com	27
app.asana.com	27
mail.google.com	22
carrus2022.carrusdev.com	21
paycomonline.net	18
Grand total	466

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Do you suffer from query string clutter?

This table shows all pages that include query strings. If your pages are cluttered with custom campaign IDs, system-generated tokens, or other meaningless parameters, you can apply view filters to clean up your data and make page analysis easier.

Page	Pageviews
/solutions/training/?uid=soc_facebook_ad_traffic_052622skillsdevelop...	133
/?uid=soc_instagram_ad_traffic_052622homepage	77
/solutions/training/?uid=soc_linkedin_ad_traffic_052622skillsdevelopme...	23
/solutions/?uid=soc_linkedin_ad_traffic_052722solutions	16
/newsroom/new-carrus-platform-modern-job-tech-solution/?uid=soc_lin...	11
/newsroom/what-is-medical-upskilling-why-is-it-important/?uid=soc_link...	5
/newsroom/musc-selects-carrus-training-development/?fbclid=IwAR1E1...	4
/?uid=soc_facebook_ad_traffic_052622homepage	4
/solutions/externship/?uid=soc_facebook_ad_traffic_052622talentdisco...	3
/?uid=soc_facebook_ad_traffic_052622homepage&fbclid=IwAR2JIKdOgy...	2
Grand total	504

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Striking Distance Keywords & CTR Optimization

Query	Clicks	Impressions	Avg Rank	Site CTR
cardrus	0	2	11	0%
free infectious disease certificate online	0	1	11	0%
app.careerstep	0	166	11.07	0%
free online infection control courses	0	13	11.38	0%
career step llc	0	57	11.61	0%

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Organic Search Metrics by Page

Landing Page	Entrances	Bounces	Avg. Time on Page
/	1,218	832	00:01:24
/newsroom/quiet-quitting-fact-fiction-or-misconception/?uid=soc_linkedin_post_blog_101122quietquitting	280	271	00:00:28
/newsroom/online-infection-prevention-training-free-from-carrus/	60	49	00:02:36
/solutions/?uid=soc_linkedin_post_video_100322solutions	49	48	00:00:16
/about-us/	30	21	00:01:26
/newsroom/quiet-quitting-fact-fiction-or-misconception/?uid=soc_facebook_post_blog_101122quietquitting	23	22	00:00:26
Grand total	2,917	2,407	00:01:33

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