

Channel ▼ Device ▼ Apr 1, 2022 - Apr 30, 2022 ▼

Users & Sessions

by Users, Sessions & Avg. Sessions Duration

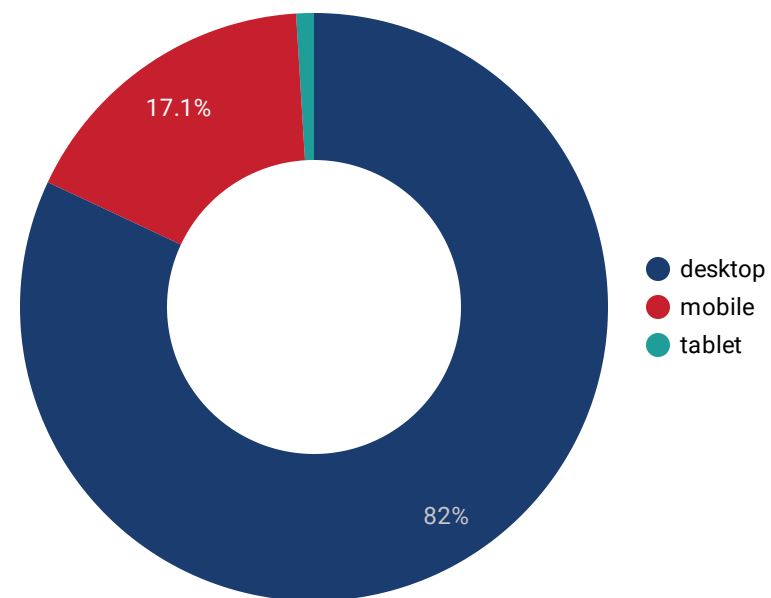
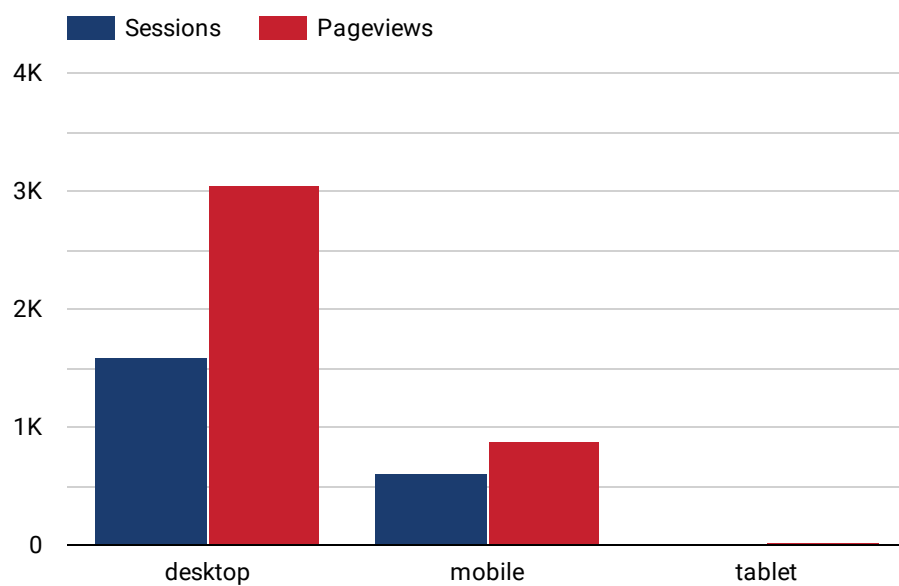
Users 1.7K ↓ -13.5%	New Users 1.6K ↓ -14.1%	Sessions 2.2K ↓ -13.2%	Sessions per User 1.3 ↑ 0.4%
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Site Health

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

Bounce Rate 71.0% ↑ 20.7%	Avg. Session Duration 01:20 ↑ 46.8%	Avg. Page Load Time (sec) 2.4 ↓ -36.3%
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Device Performance

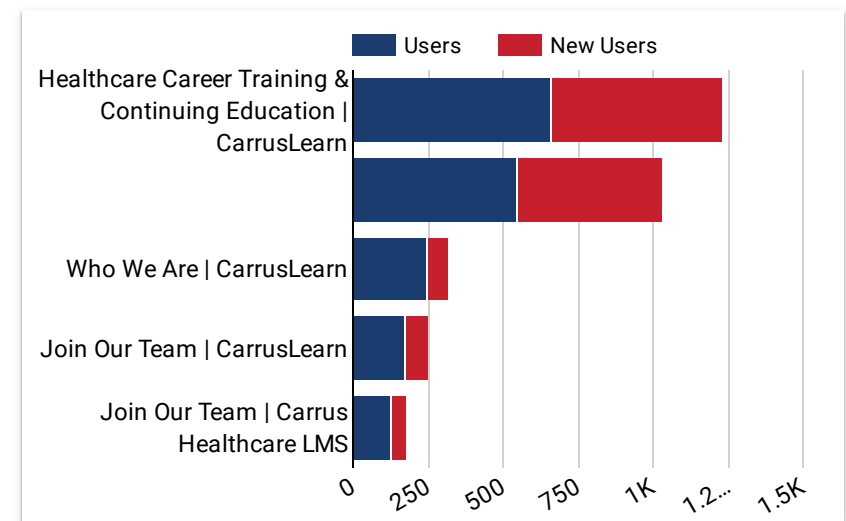


Top Visited Pages

Page Title	Sessions	Pageviews	Unique Pageviews	Avg. Time on Page
Healthcare Career Training & Continuing Education CarrusLearn	812	988	834	00:01:28
Healthcare Career Training & Continuing Education Carrus	648	799	667	00:01:49
Corporate and Industry Newsroom CarrusLearn	103	161	139	00:00:18
Join Our Team CarrusLearn	102	223	208	00:03:36
Who We Are CarrusLearn	102	317	276	00:02:26
Grand total	2,214	3,964	3,147	00:01:41

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Pages by User Type



Top Landing Pages

Landing Page

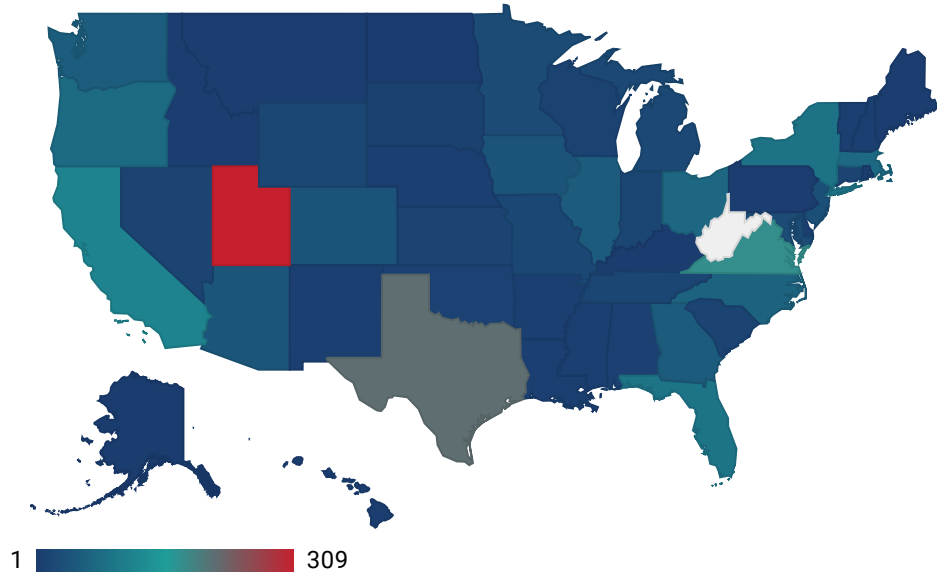
Contains ▼

Landing Page	Users	% Δ	Bounce Rate
/	1,156	-28.4% ↓	64.28%
/jobs/	156	19.1% ↑	88.95%
/newsroom/	149	238.6% ↑	97.32%
/who-we-are/	95	-24.0% ↓	81.19%
/who-we-are/contact/	31	-11.4% ↓	81.25%
Grand total	1,743	-13.5% ↓	71%

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Sessions and Users by State

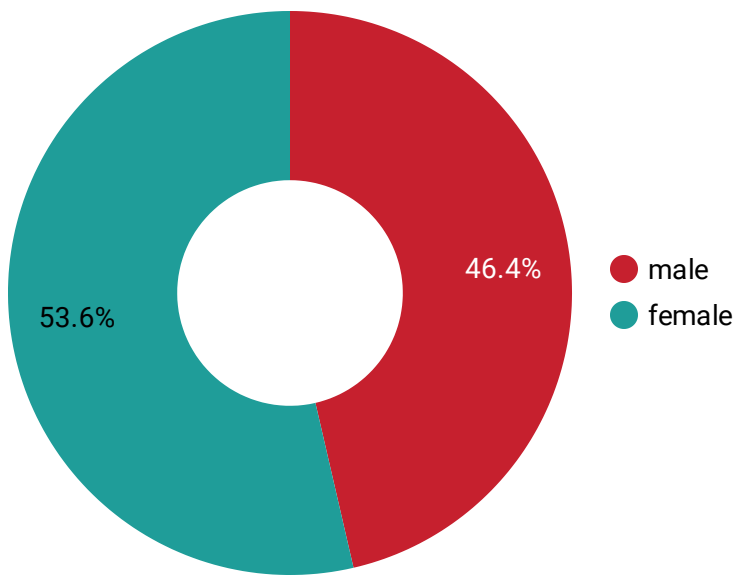


Sessions and Users by City

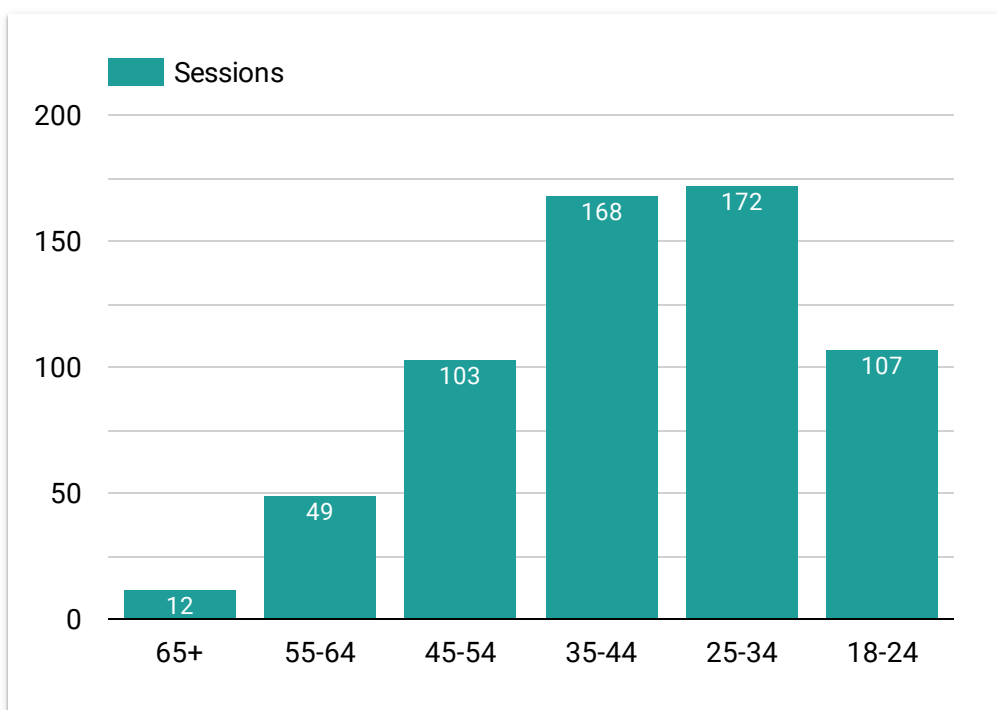
Metro	Sessions	Pageviews
(not set)	315	437
Salt Lake City UT	305	614
Washington DC (Hagerstown MD)	152	158
New York, NY	100	257
Portland OR	74	76
Boston MA-Manchester NH	70	116
Houston TX	65	597
Dallas-Ft. Worth TX	59	93
Philadelphia PA	51	93
Chicago IL	50	89
Los Angeles CA	46	66
Phoenix AZ	39	51
Cleveland-Akron (Canton) OH	36	60
Des Moines-Ames IA	36	39
San Francisco-Oakland-San Jose...	36	56
Wilkes Barre-Scranton PA	35	82
Denver CO	32	56
Raleigh-Durham (Fayetteville) NC	30	42
Atlanta GA	28	37
San Antonio TX	27	28
Grand total	2,214	3,964

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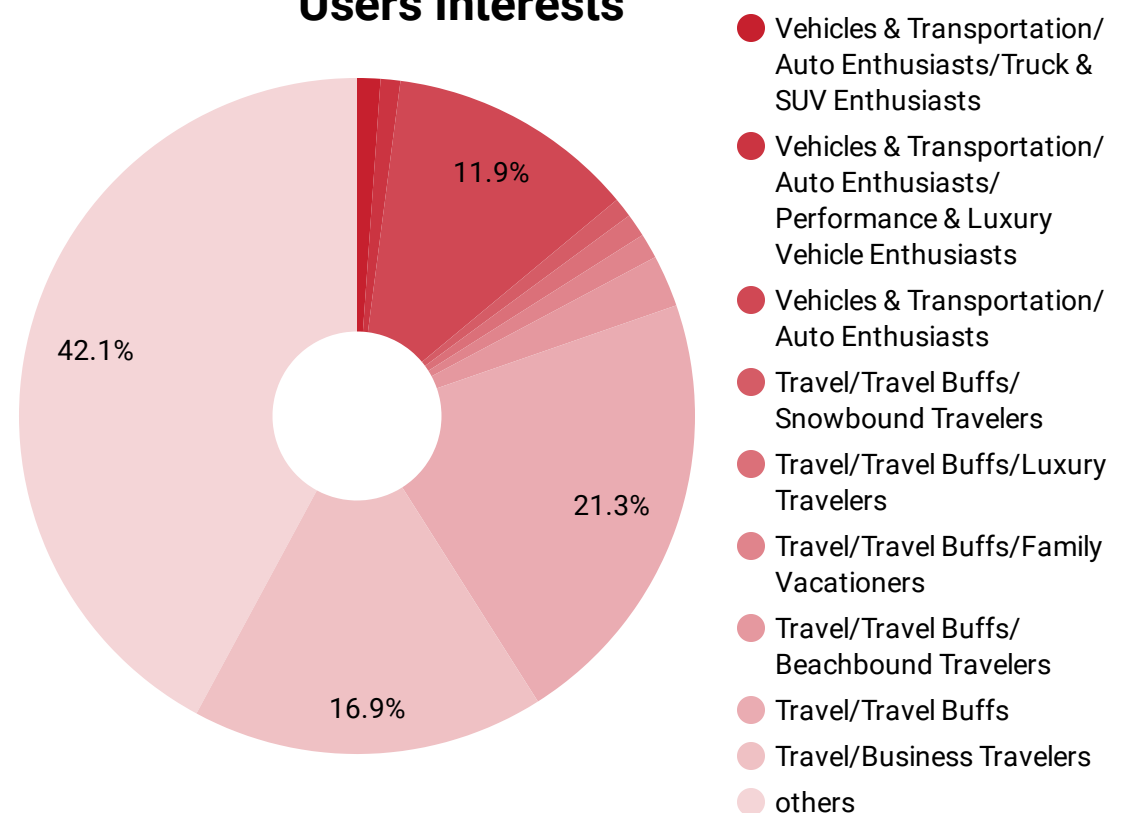
Users by Sex



Users by Age



Users Interests



Channel ▼ Device ▼ **Insights**
Apr 1, 2022 - Apr 30, 2022 ▼

Top Acquisition Channels

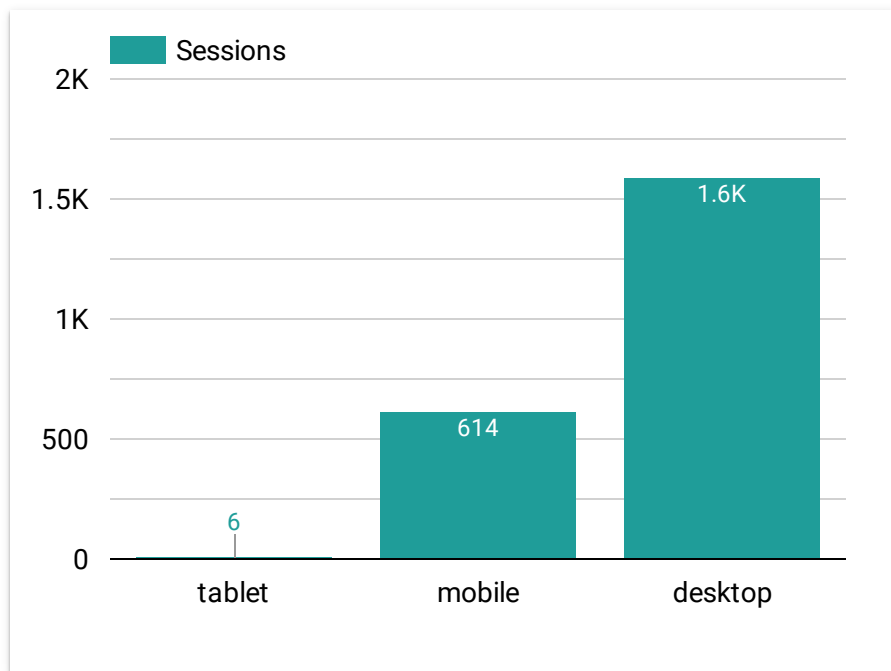
Acquisition Channel	Sessions ▼
Direct	1,014
Organic Search	838
Referral	147
Social	113
(Other)	1
Grand total	2,214

User Source

Source / Medium ▼	Sessions	% New Sessions	Bounce Rate
zi.lightning.force.com / referral	1	100%	100%
yahoo / organic	9	89%	56%
www-military-com.cdn.ampproject.org / referral	1	100%	100%
workwithoutapplause.com / referral	2	50%	0%
web-dat.factset.io / referral	1	100%	0%
usveteransmagazine.com / referral	7	86%	100%
usc-excel.officeapps.live.com / referral	1	100%	0%
tripactions.lightning.force.com / referral	1	100%	0%
trello.com / referral	6	0%	17%
theladders.com / referral	1	100%	100%
stripe.lightning.force.com / referral	2	100%	50%
snl.appiancloud.com / referral	1	100%	100%
sfo.redirect.systems / referral	1	0%	0%
semrush.com / referral	4	0%	0%
secure2.chambermaster.com / referral	1	0%	100%
revelstokecapital.com / referral	6	83%	33%
retool.lightning.force.com / referral	1	100%	100%
prnewswire.com / referral	4	100%	100%
paycomonline.net / referral	1	0%	0%
na-sj38.marketodesigner.com / referral	8	0%	63%
Grand total	2,214	74%	71%

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Users by Device

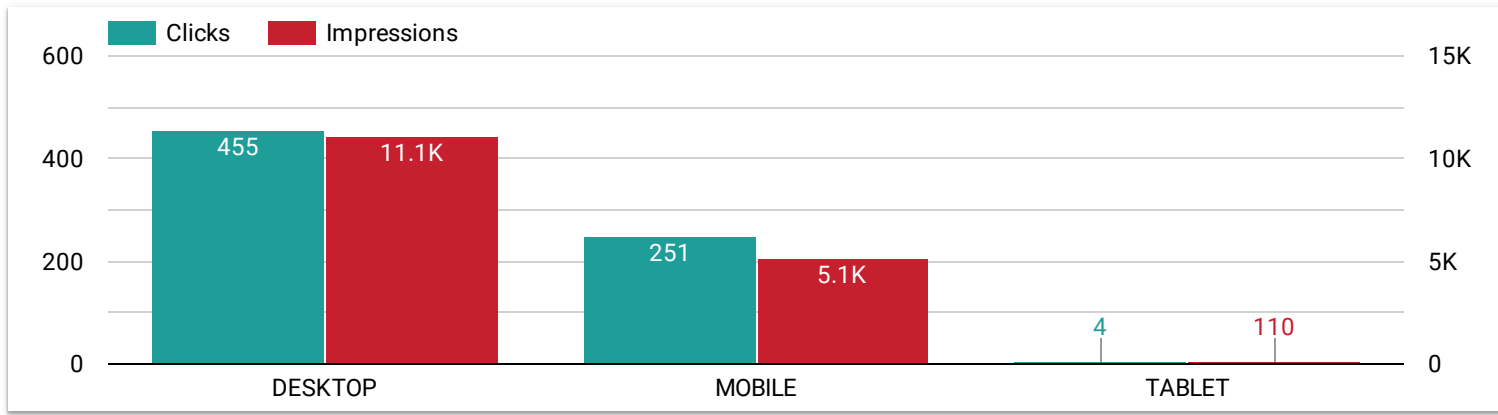


Avg. Load Times and Bounce Rate by Page

Page Title	Avg Load Time ▼	Bounce Rate
Corporate and Industry Newsroom CarrusLearn	5.77	99.03%
Corporate and Industry Newsroom Carrus Healthcare LMS	4.83	94%
Healthcare Career Training & Continuing Education Carrus	2.71	64.97%
Who We Are CarrusLearn	2.45	80.39%
Free Online Infection Prevention Training Carrus - Healthcare LMS	2.31	91.3%
Join Our Team CarrusLearn	1.7	87.25%
Healthcare Career Training & Continuing Education CarrusLearn	1.51	63.42%
Contact Us (844) 854-1160 CarrusLearn	0.96	80.56%
Our Trusted Partners Carrus Healthcare LMS	null	66.67%
Contact Us (844) 854-1160 Carrus Healthcare LMS	null	80%
Grand total	2.42	71%

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Query Channel Device Apr 1, 2022 - Apr 30, 2022



Clicks 710.0 ↓ -6.7%	Impressions 16.3K ↓ -13.5%
Site CTR 4.3% ↑ 7.8%	Average Position 38.33 ↓ -3.7%

Clicks, Impressions & Average Position by Query/Keyword

Query Contains

Query	Clicks	% Δ	Impressions	% Δ	Site CTR	% Δ	Average Position	% Δ
carrus	357	1.4% ↑	2,442	-5.4% ↓	14.62%	7.2% ↑	3.92	-6.1% ↓
carrus learn	51	-30.1% ↓	97	-11.0% ↓	52.58%	-21.5% ↓	1	0.0%
carrus careers	19	5.6% ↑	43	-28.3% ↓	44.19%	47.3% ↑	3.21	-39.6% ↓
carruslearn	13	-43.5% ↓	19	-42.4% ↓	68.42%	-1.8% ↓	1	0.0%
carrus learning	12	-61.3% ↓	20	-55.6% ↓	60%	-12.9% ↓	1	0.0%
carrus career step	11	1,000.0% ↑	30	25.0% ↑	36.67%	780.0% ↑	1.03	-77.0% ↓
carrus jobs	10	11.1% ↑	41	-2.4% ↓	24.39%	13.8% ↑	5.63	-7.6% ↓
infection control certification online free	10	11.1% ↑	467	-22.9% ↓	2.14%	44.2% ↑	8.49	-6.1% ↓
carrus lehi	6	-64.7% ↓	46	-14.8% ↓	13.04%	-58.6% ↓	1.39	-15.6% ↓
carrus utah	5	-54.5% ↓	20	-25.9% ↓	25%	-38.6% ↓	1.05	-11.4% ↓
Grand total	710	-6.7% ↓	16,334	-13.5% ↓	4.35%	7.8% ↑	38.33	-3.7% ↓

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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/	495	-7.1% ↓	7,835	-8.8% ↓	6.32%	1.8% ↑
https://www.carruslearn.com/jobs/	71	2.9% ↑	2,364	-8.4% ↓	3%	12.4% ↑
https://www.carruslearn.com/who-we-are/	38	-26.9% ↓	2,721	-10.3% ↓	1.4%	-18.6% ↓
https://www.carruslearn.com/newsroom/online-infection-prevention-training-available-for-free-from-carrus/	37	-15.9% ↓	3,182	-44.5% ↓	1.16%	51.5% ↑
https://www.carruslearn.com/newsroom/online-infection-prevention-training-available-free-from-carrus/	18	-	1,311	-	1.37%	-
http://www.carruslearn.com/	17	-15.0% ↓	1,450	-7.6% ↓	1.17%	-8.0% ↓
https://www.carruslearn.com/who-we-are/contact/	16	-20.0% ↓	1,166	-32.7% ↓	1.37%	18.9% ↑
https://www.carruslearn.com/newsroom/executive/auto-draft/	5	25.0% ↑	83	-42.0% ↓	6.02%	115.4% ↑
https://www.carruslearn.com/what-we-do/	5	0.0%	267	4.3% ↑	1.87%	-4.1% ↓
https://www.carruslearn.com/partners/become-a-partner/healthcare/	3	50.0% ↑	305	-44.4% ↓	0.98%	170.0% ↑
Grand total	724	-6.3% ↓	25,991	-12.9% ↓	2.79%	7.5% ↑

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Channel ▼ Device ▼ **Explorer**
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Landing Page	Impressions ▼
https://www.carruslearn.com/	7,835
https://www.carruslearn.com/newsroom/online-infection-prevention-training-available-for-free-from-carrus/	3,182
https://www.carruslearn.com/who-we-are/	2,721
https://www.carruslearn.com/jobs/	2,364
http://www.carruslearn.com/	1,450
Grand total	25,991

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Filters

Query Equals ▼

Landing Page Equals ▼

Query	# of Pages ▼
careercert	13
carrus	11
carrus lehi	11
carrus learn	9
carrus career step	9
Grand total	51

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Queries by Impressions & Page

Query	Landing Page 🔗 ▼	Impressions ① ▼	Clicks	URL CTR
carrus	https://www.carruslearn.com/	2,433	317	13.03%
carrus	https://www.carruslearn.com/jobs/	1,657	17	1.03%
carrus	https://www.carruslearn.com/who-we-are/	1,568	12	0.77%
carrus	http://www.carruslearn.com/	1,202	15	1.25%
carrus	https://www.carruslearn.com/who-we-are/contact/	600	0	0%
carrus	https://www.carruslearn.com/who-we-are/values/	485	0	0%
carrus	https://www.carruslearn.com/partners/	356	0	0%
infection control certification online free	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	330	6	1.82%
carrus	https://www.carruslearn.com/newsroom/career-step-repositions-as-carrus/	319	0	0%
healthcare training	https://www.carruslearn.com/	288	0	0%
carrus	https://www.carruslearn.com/partners/become-a-partner/	173	0	0%
online healthcare training	https://www.carruslearn.com/	168	0	0%
career step	https://www.carruslearn.com/newsroom/career-step-repositions-as-carrus/	159	0	0%
healthcare career training	https://www.carruslearn.com/	140	0	0%
healthcare employee training programs	https://www.carruslearn.com/	139	0	0%
infection control certification online free	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	137	4	2.92%
healthcare training solutions	https://www.carruslearn.com/	123	0	0%
infection control certification online	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	121	0	0%
carrus health	https://www.carruslearn.com/	121	1	0.83%
healthcare solutions and career group	https://www.carruslearn.com/	120	0	0%
Grand total		25,991	724	2.79%

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Channel ▾

Device ▾

Apr 1, 2022 - Apr 30, 2022 ▾

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	79 
careerstep.com	46 
app.asana.com	41 
indeed.com	28 
m.facebook.com	20 
emails.careerstep.com	17 
carruslearn.document360.io	11 
mail.google.com	9 
na-sj38.marketodesigner.com	8 
glassdoor.com	7 
Grand total	351

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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 ▾
/?p=792&preview=true	130 
/?p=935&preview=true	94 
/?p=1049&preview=true	15 
/?p=1049&preview_id=1049&preview_nonce=bdaeeb6e8d&thumbnail_i...	12 
/?p=930&preview=true	5 
/newsroom/healthcare-jobs-needs-increase-turnover-rises-infographic/?...	4 
/jobs/?msclkid=641637efc24311eca713b989e9ccb738	3 
/who-we-are/contact/?mkt_tok=NjQ5LURMSS03MjYAAAGDKCJg5KbDX...	2 
/newsroom/?mkt_tok=NjQ5LURMSS03MjYAAAGDCfuOXswle-cFKgrMeVj...	2 
/?msclkid=64157954c24311ecbd8ea2b5cdc11ab6	1 
Grand total	309

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Striking Distance Keywords & CTR Optimization

Query	Clicks	Impressions ② ▾	Avg Rank ① ▲	Site CTR
infection control online course free	0	10	11.1	0%
infection control training free	2	27	11.26	7.41%
infection control course online free	0	7	11.43	0%
career step llc	0	75	11.76	0%
careerstep login	0	43	11.98	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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