

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

Users & Sessions

by Users, Sessions & Avg. Sessions Duration

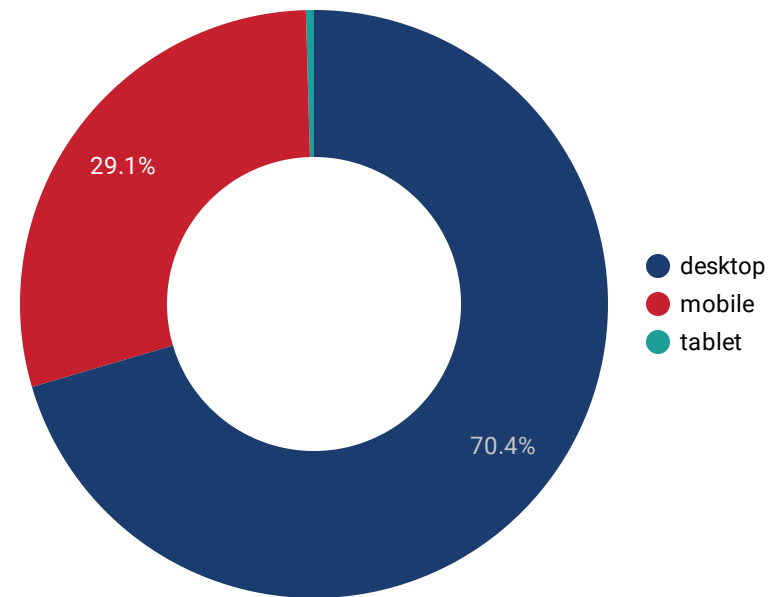
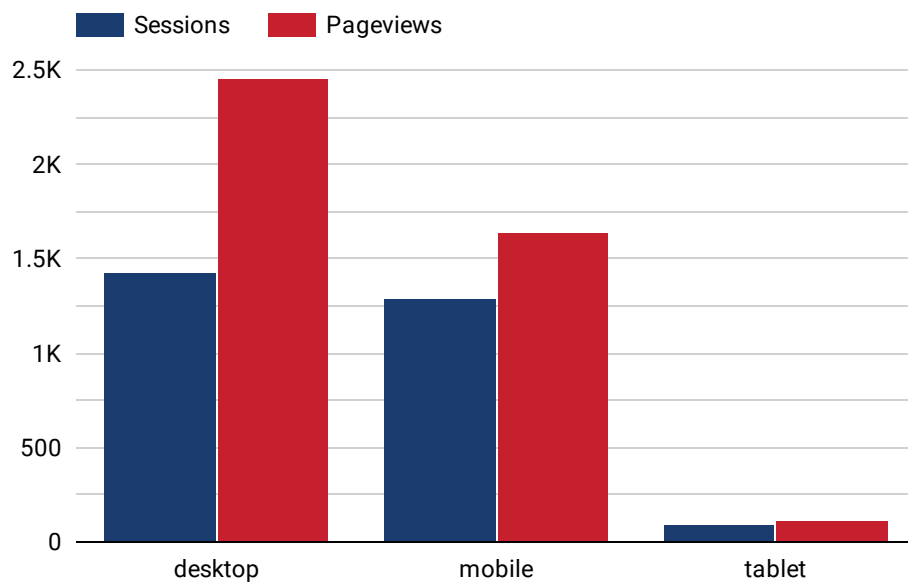
Users 2.3K ↑ 22.4%	New Users 2.3K ↑ 24.3%	Sessions 2.8K ↑ 15.3%	Sessions per User 1.2 ↓ -5.8%
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Site Health

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

Bounce Rate 77.8% ↓ -0.9%	Avg. Session Duration 53 ↓ -39.8%	Avg. Page Load Time (sec) 5.4 ↑ 172.8%
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Device Performance

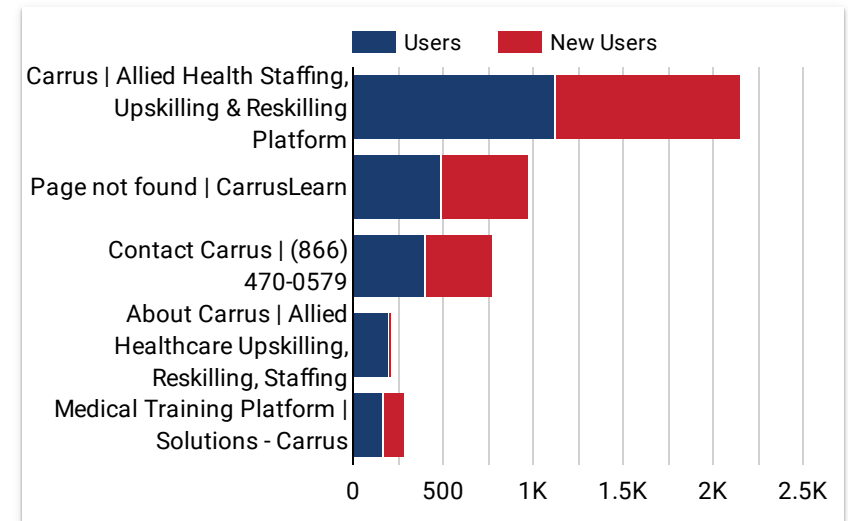


Top Visited Pages

Page Title	Sessions	Pageviews	Unique Pageviews	Avg. Time on Page
Carrus Allied Health Staffing, Upskilling & Reskilling Platform	1,323	1,582	1,373	00:01:35
Page not found CarrusLearn	539	583	552	00:01:46
Contact Carrus (866) 470-0579	436	579	484	00:02:33
Medical Training Platform Solutions - Carrus	138	214	195	00:01:31
Free Online Infection Prevention Training Carrus	66	75	68	00:01:34
Grand total	2,810	4,216	3,625	00:01:47

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Pages by User Type



Top Landing Pages

Landing Page

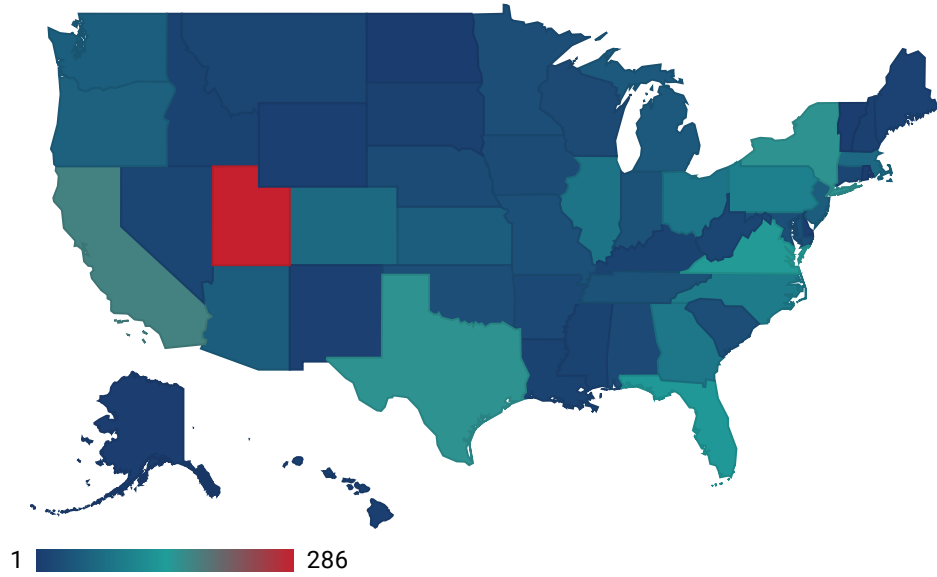
Contains ▼

Landing Page	Users	% Δ	Bounce Rate
/	1,047	6.6% ↑	67.22%
/solutions/?uid=soc_linkedin_post_image_081022solutions	98	-	94.44%
/newsroom/online-infection-prevention-training-free-from-carrus/	64	12.3% ↑	86.36%
/about-us/	27	-6.9% ↓	70.97%
/request-info/?uid=soc_facebook_post_video_080322requestinfo	22	-	77.78%
Grand total	2,348	22.4% ↑	77.83%

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Sessions and Users by State

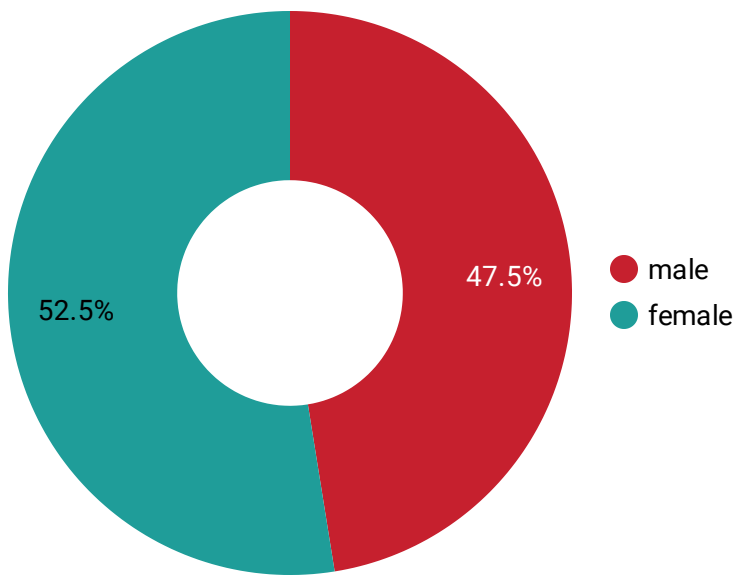


Sessions and Users by City

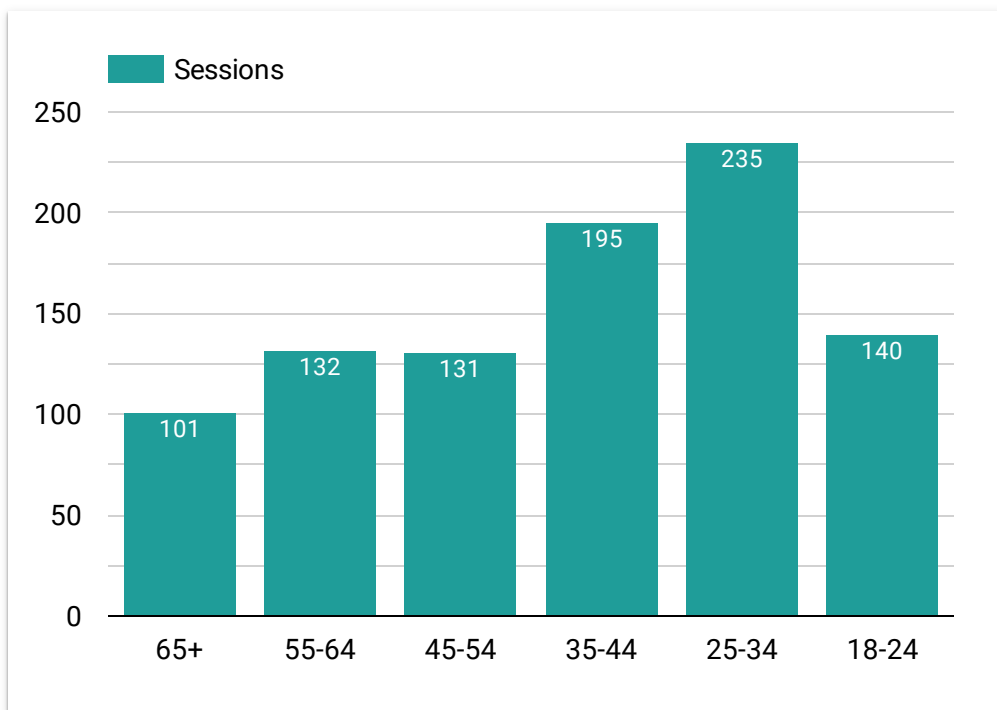
Metro	Sessions	Pageviews
(not set)	561	746
Salt Lake City UT	276	658
New York, NY	147	197
Washington DC (Hagerstown MD)	135	157
Chicago IL	68	96
Dallas-Ft. Worth TX	65	110
Denver CO	65	105
Boston MA-Manchester NH	60	89
Los Angeles CA	59	89
Atlanta GA	59	91
Philadelphia PA	54	71
Portland OR	53	54
Phoenix AZ	46	65
Seattle-Tacoma WA	40	59
San Francisco-Oakland-San Jose...	40	60
Tulsa OK	39	39
Houston TX	36	110
Charlotte NC	35	39
Miami-Ft. Lauderdale FL	34	46
Orlando-Daytona Beach-Melbour...	31	33
Grand total	2,810	4,216

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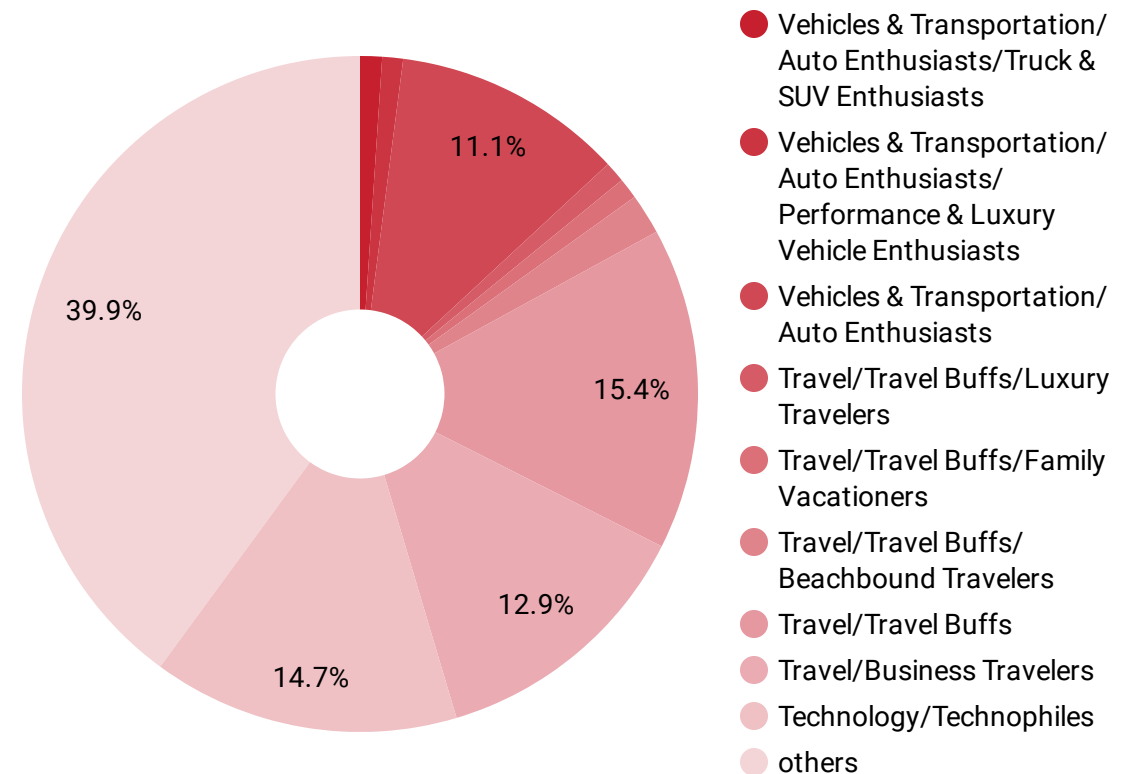
Users by Sex



Users by Age



Users Interests



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

Top Acquisition Channels

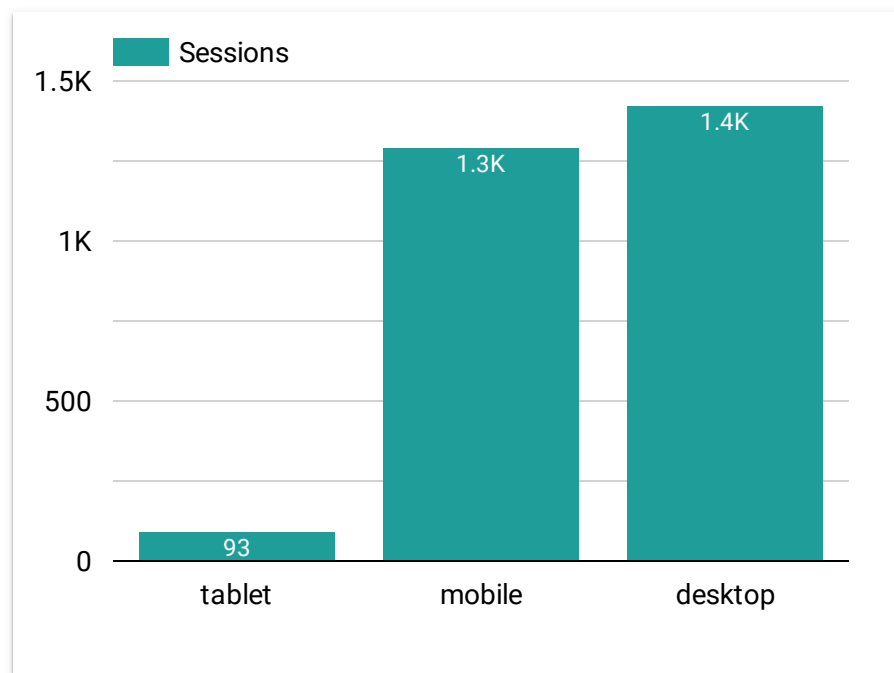
Acquisition Channel	Sessions ▼
Social	1,110
Organic Search	711
Direct	635
Referral	234
Email	34
Grand total	2,810

User Source

Source / Medium ▼	Sessions	% New Sessions	Bounce Rate
yahoo / organic	9	78%	67%
www-military-com.cdn.ampproject.org / referral	2	100%	100%
wblair.lightning.force.com / referral	2	50%	50%
verkada.lightning.force.com / referral	1	100%	100%
usveteransmagazine.com / referral	5	80%	80%
stage.acls.com / referral	1	0%	100%
sprout.link / referral	10	30%	40%
sourcescrub.com / referral	1	100%	100%
snl.appiancloud.com / referral	1	100%	0%
salary.lightning.force.com / referral	1	100%	100%
revelstokecapital.com / referral	10	50%	70%
paycor.my.salesforce.com / referral	1	100%	100%
na-sj38.marketodesigner.com / referral	1	0%	100%
military.com / referral	6	67%	100%
medium.com / referral	4	0%	50%
mail.google.com / referral	14	7%	50%
m.facebook.com / referral	23	100%	100%
lm.facebook.com / referral	2	100%	100%
linkedin.com / referral	61	80%	64%
linkedin / social	121	90%	93%
Grand total	2,810	81%	78%

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Users by Device

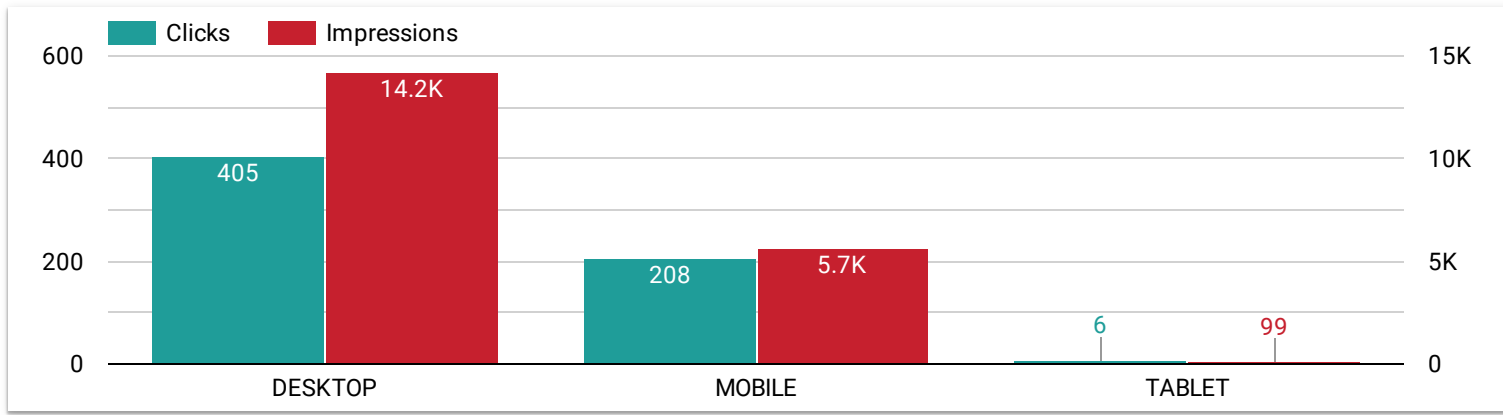


Avg. Load Times and Bounce Rate by Page

Page Title	Avg Load Time ▼	Bounce Rate
Contact Carrus (866) 470-0579	10.99	84.17%
Healthcare Training Resource Hub Carrus	7.02	82.26%
Page not found CarrusLearn	6.34	92.58%
Carrus Allied Health Staffing, Upskilling & Reskilling Platform	3.88	68.25%
Medical Training Platform Solutions - Carrus	2.58	92.75%
Medical Reskilling Increases Retention Rates Carrus	null	100%
CareerStep Externships Connecting with Healthcare Employers - ...	null	100%
Upskilling vs Reskilling: Which One Is Right for Your Organization ...	null	100%
Accelerated Healthcare Training Programs Carrus	null	100%
ADA Statement Carrus	null	100%
Grand total	5.42	77.83%

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



Clicks 619.0 ↑ 17.9%	Impressions 20.0K ↑ 15.5%
Site CTR 3.1% ↑ 2.1%	Average Position 37.52 ↑ 9.1%

Clicks, Impressions & Average Position by Query/Keyword

Query Contains

Query	Clicks	% Δ	Impressions	% Δ	Site CTR	% Δ	Average Position	% Δ
carrus	305	29.2% ↑	2,135	11.5% ↑	14.29%	15.9% ↑	3.81	-1.1% ↓
carrus learn	36	0.0%	119	7.2% ↑	30.25%	-6.7% ↓	1	0.0%
infection control certification online free	19	72.7% ↑	609	0.7% ↑	3.12%	71.6% ↑	7.73	4.4% ↑
carrus learning	16	45.5% ↑	30	0.0%	53.33%	45.5% ↑	1	0.0%
carrus lehi	9	-10.0% ↓	86	-9.5% ↓	10.47%	-0.6% ↓	1.03	-4.5% ↓
carrus education	8	33.3% ↑	64	77.8% ↑	12.5%	-25.0% ↓	3.63	5.2% ↑
carruslearn	7	-53.3% ↓	21	-19.2% ↓	33.33%	-42.2% ↓	1	0.0%
carrus utah	7	75.0% ↑	70	-20.5% ↓	10%	120.0% ↑	1	-3.3% ↓
free infection control certification	3	200.0% ↑	84	-8.7% ↓	3.57%	228.6% ↑	8.89	14.6% ↑
carrus careers	3	-66.7% ↓	17	-32.0% ↓	17.65%	-51.0% ↓	2.82	-2.0% ↓
Grand total	619	17.9% ↑	19,974	15.5% ↑	3.1%	2.1% ↑	37.52	9.1% ↑

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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/	494	19.9% ↑	6,172	2.6% ↑	8%	16.8% ↑
https://www.carruslearn.com/newsroom/online-infection-prevention-training-free-from-carrus/	63	14.5% ↑	5,895	1.4% ↑	1.07%	13.0% ↑
https://www.carruslearn.com/who-we-are	10	-16.7% ↓	73	-29.1% ↓	13.7%	17.6% ↑
https://www.carruslearn.com/solutions/	7	-22.2% ↓	2,157	-11.2% ↓	0.32%	-12.4% ↓
https://www.carruslearn.com/request-info/	7	-30.0% ↓	2,214	-8.9% ↓	0.32%	-23.1% ↓
https://www.carruslearn.com/newsroom/careerstep-repositions-as-carrus/	6	50.0% ↑	922	-5.4% ↓	0.65%	58.6% ↑
https://www.carruslearn.com/newsroom/upskilling-vs-reskilling/	5	-	335	6,600.0% ↑	1.49%	-
https://www.carruslearn.com/newsroom/healthcare-jobs-needs-increase-turnover-rises-infographic/	4	300.0% ↑	355	-5.8% ↓	1.13%	324.8% ↑
https://www.carruslearn.com/newsroom/what-is-medical-upskilling-why-is-it-important/	4	33.3% ↑	672	51.0% ↑	0.6%	-11.7% ↓
https://www.carruslearn.com/about-us/	3	-	1,930	187.6% ↑	0.16%	-
Grand total	623	17.1% ↑	28,796	-1.9% ↓	2.16%	19.4% ↑

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Channel ▼ Device ▼ **Explorer**
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Landing Page	Impressions ▼
https://www.carruslearn.com/	6,172
https://www.carruslearn.com/newsroom/online-infection-prevention-training-free-from-carrus/	5,895
https://www.carruslearn.com/request-info/	2,214
https://www.carruslearn.com/solutions/	2,157
https://www.carruslearn.com/about-us/	1,930
Grand total	28,796

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Filters

Query Equals ▼

Landing Page Equals ▼

Query	# of Pages ▼
carrus learn	11
careercert	11
carruslearn	10
carrus lehi	7
carrus hospitals	7
Grand total	50

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Queries by Impressions & Page

Query	Landing Page 🔗 ▼	Impressions 📊 ▼	Clicks	URL CTR
carrus	https://www.carruslearn.com/	2,133	304	14.25%
carrus	https://www.carruslearn.com/solutions/	1,275	1	0.08%
carrus	https://www.carruslearn.com/request-info/	1,274	0	0%
carrus	https://www.carruslearn.com/newsroom/	1,246	0	0%
carrus	https://www.carruslearn.com/about-us/	1,246	0	0%
skills based hiring	https://www.carruslearn.com/newsroom/skills-based-hiring-why-it-works/	636	0	0%
infection control certification online free	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	609	19	3.12%
infection control certification online	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	244	0	0%
career step	https://www.carruslearn.com/newsroom/careerstep-repositions-as-carrus/	221	0	0%
upskilling definition	https://www.carruslearn.com/newsroom/what-is-medical-upskilling-why-is...	220	0	0%
infection control certification online course	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	191	0	0%
upskilling and reskilling	https://www.carruslearn.com/newsroom/upskilling-reskilling-differences-inf...	177	0	0%
carrus health	https://www.carruslearn.com/	175	1	0.57%
careerstep	https://www.carruslearn.com/newsroom/careerstep-repositions-as-carrus/	166	0	0%
healthcare employee training programs	https://www.carruslearn.com/newsroom/healthcare-employee-training-pro...	164	0	0%
healthcare infographic	https://www.carruslearn.com/newsroom/healthcare-jobs-needs-increase-tu...	159	0	0%
talent retention strategy	https://www.carruslearn.com/newsroom/healthcare-talent-retention-strate...	150	0	0%
medical training platform	https://www.carruslearn.com/solutions/	127	0	0%
carrus learn	https://www.carruslearn.com/	119	35	29.41%
carrus learn	https://www.carruslearn.com/solutions/training/	118	0	0%
Grand total		28,796	623	2.16%

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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
emails.careerstep.com	137
linkedin.com	61
careerstep.com	34
m.facebook.com	23
facebook.com	18
app.asana.com	15
mail.google.com	14
indeed.com	12
revelstokecapital.com	10
sprout.link	10
Grand total	401

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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/?uid=soc_linkedin_post_image_081022solutions	111
/request-info/?uid=soc_facebook_post_video_080322requestinfo	34
/newsroom/upskilling-vs-reskilling/?uid=soc_facebook_post_blog_0819...	25
/request-info/?uid=soc_facebook_post_video_080322requestinfo&fbclid...	9
/request-info/?uid=soc_facebook_post_video_080322requestinfo&fbclid...	6
/newsroom/upskilling-vs-reskilling/?uid=soc_facebook_post_blog_0819...	5
/request-info/?uid=soc_facebook_post_video_080322requestinfo&fbclid...	4
/newsroom/upskilling-vs-reskilling/?uid=soc_facebook_post_blog_0819...	4
?p=1754&preview=true	4
/request-info/?uid=soc_facebook_post_video_080322requestinfo&fbclid...	4
Grand total	1,367

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Striking Distance Keywords & CTR Optimization

Query	Clicks	Impressions	Avg Rank	Site CTR
career step utah	0	13	11	0%
infection prevention and control course free	0	6	11	0%
app.careerstep.com/login	0	2	11	0%
careerstep address	0	1	11	0%
next steps healthcare training llc	0	1	11	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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