

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

## Users & Sessions

by Users, Sessions & Avg. Sessions Duration

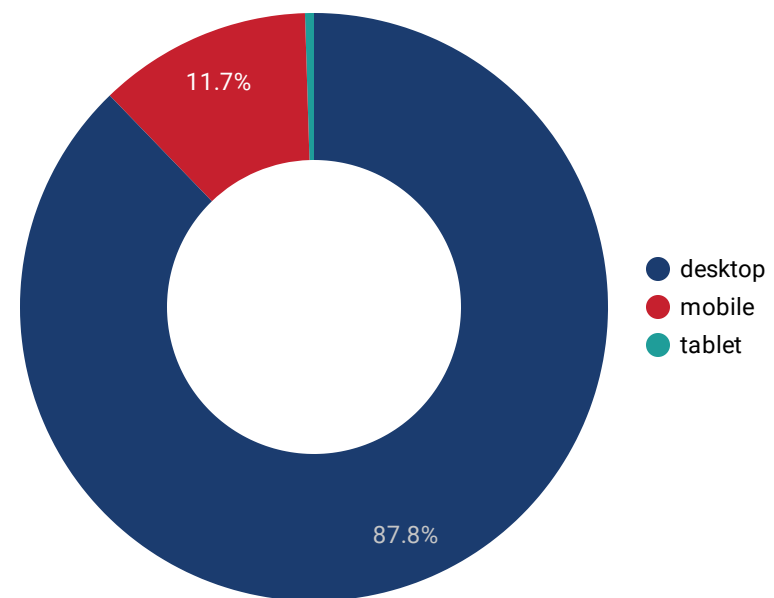
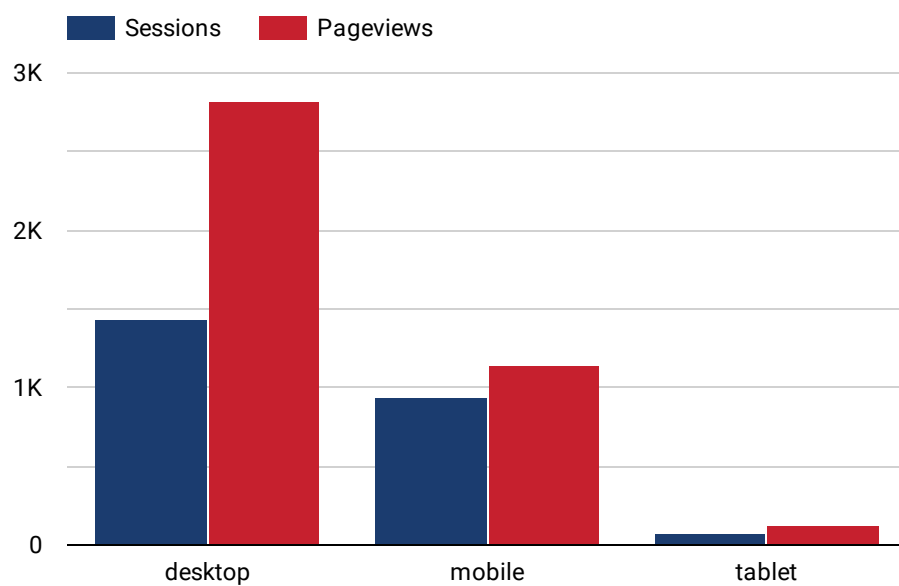
Users <b>1.9K</b> ↓ -17.8%	New Users <b>1.8K</b> ↓ -18.3%	Sessions <b>2.4K</b> ↓ -15.7%	Sessions per User <b>1.3</b> ↑ 2.6%
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## Site Health

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

Bounce Rate <b>78.5%</b> ↓ -0.7%	Avg. Session Duration <b>01:29</b> ↑ 34.4%	Avg. Page Load Time (sec) <b>2.0</b> ↓ -25.5%
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## Device Performance

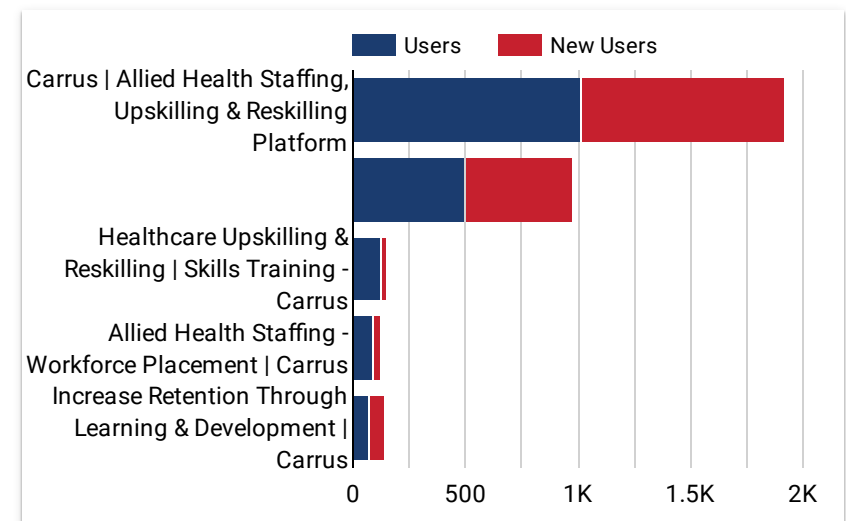


## Top Visited Pages

Page Title	Sessions	Pageviews	Unique Pageviews	Avg. Time on Page
Carrus   Allied Health Staffing, Upskilling & Reskilling Platform	1,286	1,655	1,335	00:02:24
3 Reasons Hiring is Harder Today Than Ever Before   Carrus	541	640	563	00:02:35
Increase Retention Through Learning & Development   Carrus	71	83	79	00:01:07
Page not found   CarrusLearn	66	74	73	00:01:12
How to Find the Right Talent for the	65	77	74	00:00:24
<b>Grand total</b>	<b>2,437</b>	<b>4,088</b>	<b>3,358</b>	<b>00:02:12</b>

1 - 5 / 68

## Pages by User Type



## Top Landing Pages

Landing Page

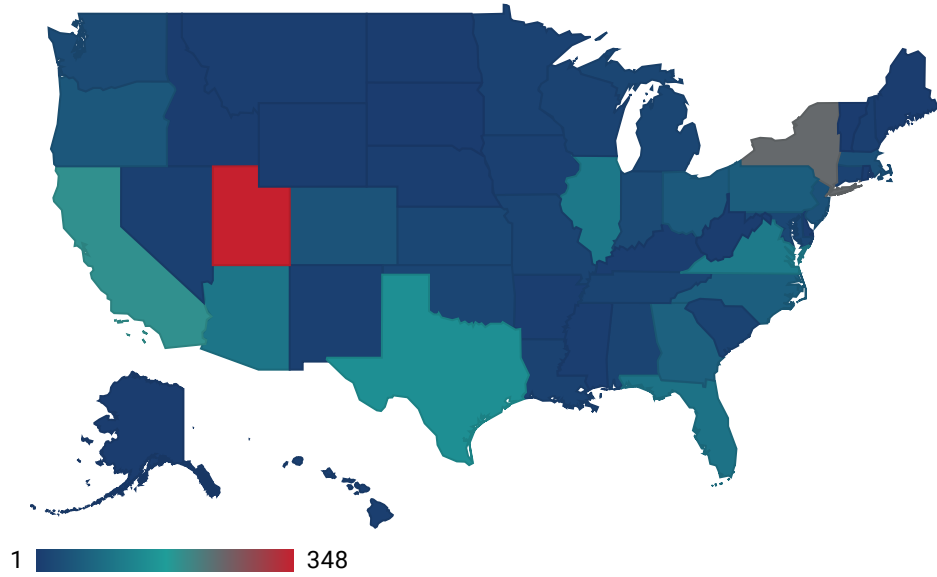
Contains ▼

Landing Page	Users	% Δ	Bounce Rate
/	982	-17.7% ↓	71.39%
/newsroom/hiring-is-harder-today-than-ever-before/	437	-	90.1%
/newsroom/increase-retention-through-learning-development/?uid=soc_linkedin_post_blog_062922futureproofing	66	6,500.0% ↑	98.51%
/newsroom/online-infection-prevention-training-free-from-carrus/	57	14.0% ↑	88.89%
/newsroom/how-to-find-the-right-talent/?uid=soc_instagram_post_list_072522findtherighttalent	56	-	89.66%
<b>Grand total</b>	<b>1,918</b>	<b>-17.8% ↓</b>	<b>78.54%</b>

1 - 5 / 222

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

### Sessions and Users by State

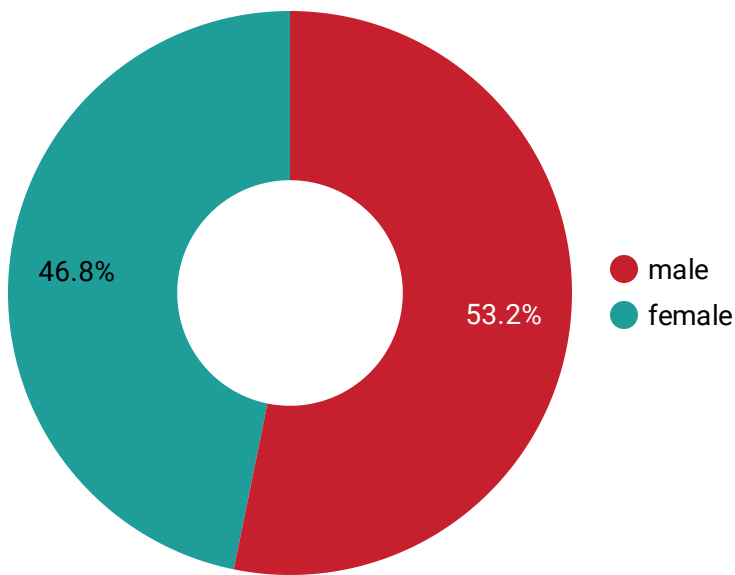


### Sessions and Users by City

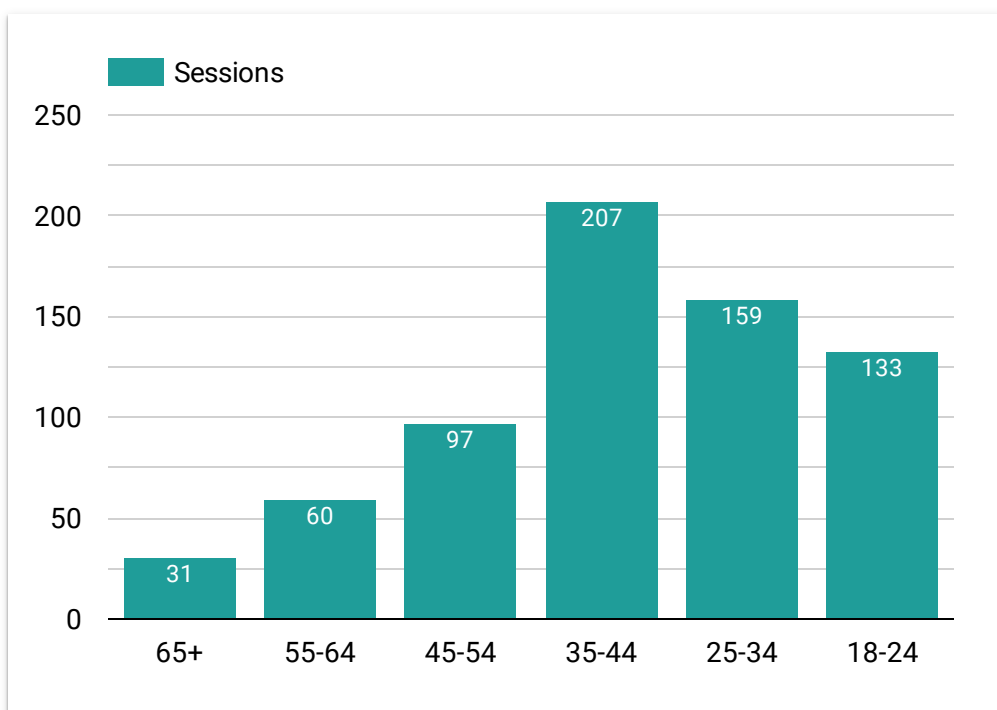
Metro	Sessions	Pageviews
(not set)	466	663
Salt Lake City UT	339	937
New York, NY	259	337
Washington DC (Hagerstown MD)	111	128
Chicago IL	107	145
Phoenix AZ	100	139
Los Angeles CA	89	118
Houston TX	61	373
Atlanta GA	50	62
Portland OR	49	49
Dallas-Ft. Worth TX	47	84
Denver CO	42	63
San Francisco-Oakland-San Jose...	38	50
Boston MA-Manchester NH	36	56
Columbus OH	32	36
Philadelphia PA	28	40
Raleigh-Durham (Fayetteville) NC	21	26
Seattle-Tacoma WA	20	35
Charlotte NC	17	25
Indianapolis IN	16	24
<b>Grand total</b>	<b>2,437</b>	<b>4,088</b>

1 - 20 / 149 < >

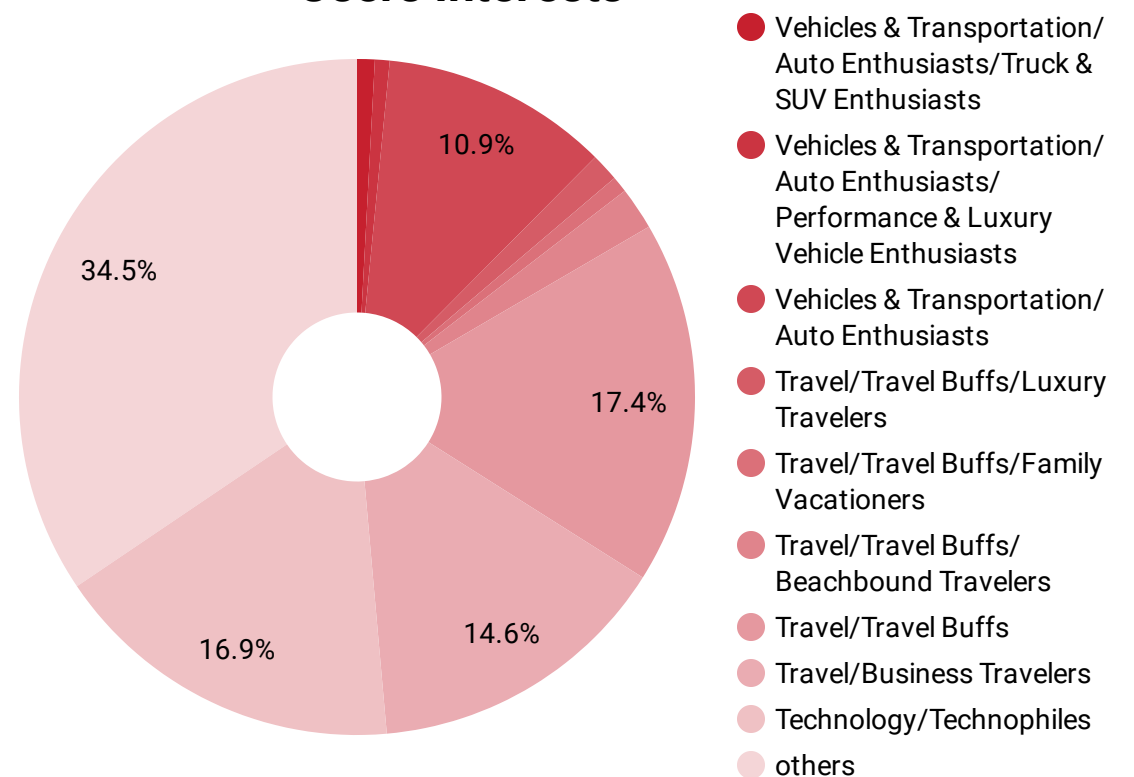
### Users by Sex



### Users by Age



### Users Interests



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

### Top Acquisition Channels

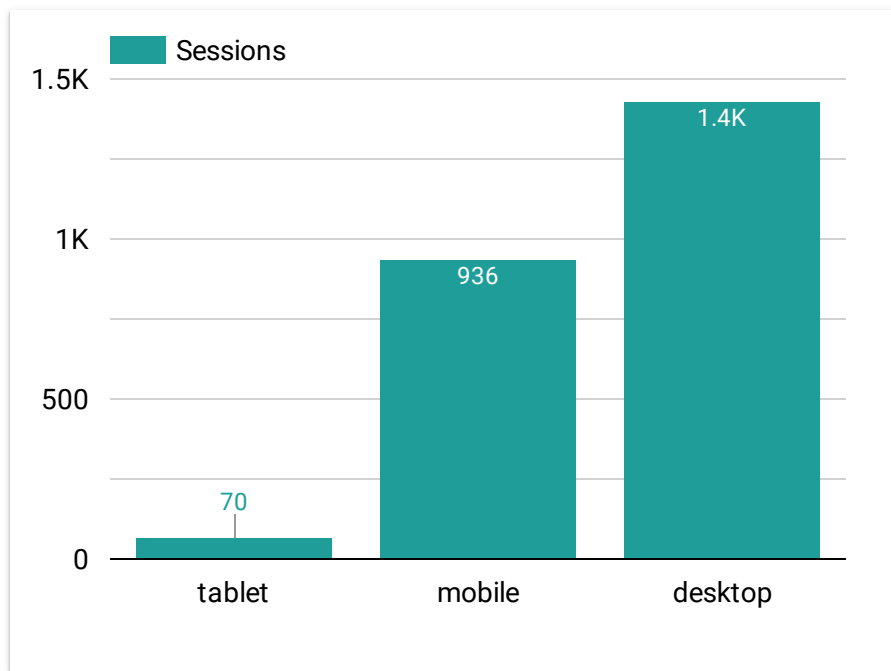
Acquisition Channel	Sessions <span>▼</span>
Direct	1,104
Organic Search	602
Social	336
Referral	262
<b>Grand total</b>	<b>2,437</b>

### User Source

Source / Medium <span>▼</span>	Sessions	% New Sessions	Bounce Rate
zi.lightning.force.com / referral	1	100%	100%
yahoo / organic	8	50%	50%
www-military-com.cdn.ampproject.org / referral	3	100%	67%
workwithoutapplause.com / referral	1	100%	100%
virtualvocations.com / referral	2	100%	50%
usveteransmagazine.com / referral	9	78%	67%
usyhs4.search.yahoo.com / referral	2	0%	50%
uintalabs.com / referral	4	0%	50%
trustradius.com / referral	7	0%	0%
trustpilot / company_profile	6	0%	50%
trueinfluence.lightning.force.com / referral	1	100%	100%
thedelite.com / referral	1	100%	100%
tagged.com / referral	2	100%	100%
statics.teams.cdn.office.net / referral	1	0%	0%
sprout.link / referral	17	88%	82%
sourcescrub.com / referral	1	100%	100%
shareably.net / referral	1	100%	100%
sfo.redirect.systems / referral	2	100%	50%
search.google.com / referral	4	0%	0%
screenrant.com / referral	1	100%	100%
<b>Grand total</b>	<b>2,437</b>	<b>75%</b>	<b>79%</b>

1 - 20 / 84 < >

### Users by Device

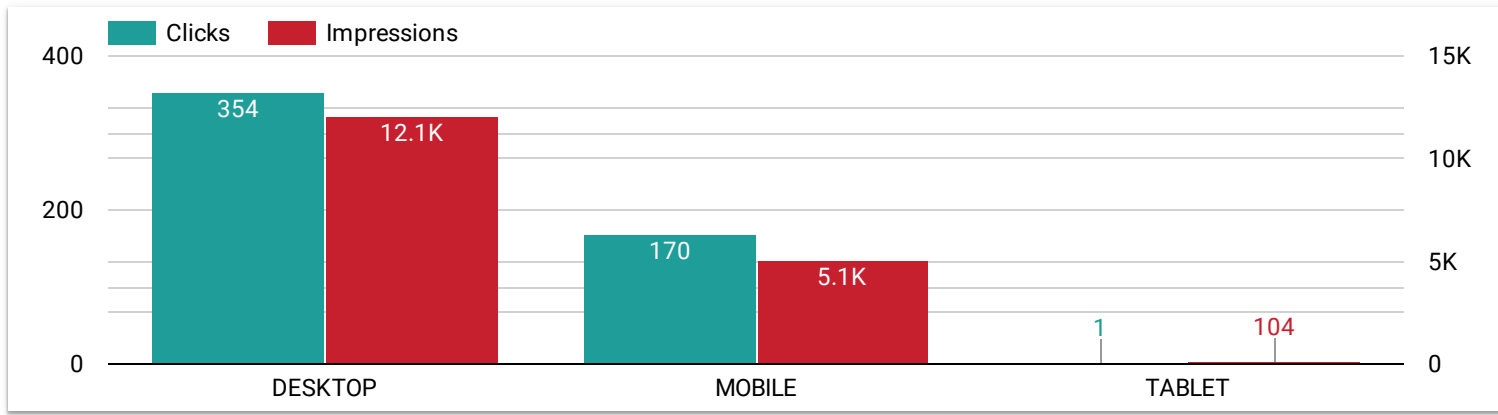


### Avg. Load Times and Bounce Rate by Page

Page Title	Avg Load Time <span>▼</span>	Bounce Rate
Medical Reskilling Increases Retention Rates in Healthcare   Carrus	4.21	100%
Medical Training Platform   Solutions - Carrus	2.81	65.22%
Carrus   Allied Health Staffing, Upskilling & Reskilling Platform	2.2	71.7%
3 Reasons Hiring is Harder Today Than Ever Before   Carrus	1.84	90.94%
How to Find the Right Talent for the Right Role   Carrus	1.75	89.23%
Hiring and Staffing Archives   CarrusLearn	1.05	75%
Allied Health Staffing - Workforce Placement   Carrus	0.27	80%
Allied Health Externships   Talent Discovery - Carrus	0.22	80%
Healthcare Career Training & Continuing Education   CarrusLearn	null	100%
New Healthcare Externship & Hiring Partners   Carrus	null	40%
<b>Grand total</b>	<b>1.99</b>	<b>78.54%</b>

1 - 10 / 48 < >

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



Clicks <b>525.0</b> ↓ -19.8%	Impressions <b>17.3K</b> ↑ 15.1%
Site CTR <b>3.0%</b> ↓ -30.4%	Average Position <b>34.4</b> ↑ 9.6%

### Clicks, Impressions & Average Position by Query/Keyword

Query Contains

Query	Clicks	% Δ	Impressions	% Δ	Site CTR	% Δ	Average Position	% Δ
carrus	236	-18.6% ↓	1,915	-10.0% ↓	12.32%	-9.6% ↓	3.85	-3.2% ↓
carrus learn	36	-37.9% ↓	111	-28.8% ↓	32.43%	-12.8% ↓	1	-2.5% ↓
carruslearn	15	-44.4% ↓	26	-36.6% ↓	57.69%	-12.4% ↓	1	-6.8% ↓
carrus learning	11	-42.1% ↓	30	-23.1% ↓	36.67%	-24.7% ↓	1	-20.4% ↓
infection control certification online free	11	0.0%	605	18.2% ↑	1.82%	-15.4% ↓	7.4	-2.6% ↓
carrus lehi	10	-37.5% ↓	95	-10.4% ↓	10.53%	-30.3% ↓	1.08	-14.9% ↓
carrus careers	9	-30.8% ↓	25	-46.8% ↓	36%	30.2% ↑	2.88	-22.2% ↓
carrus education	6	0.0%	36	-44.6% ↓	16.67%	80.6% ↑	3.44	-8.2% ↓
free infection control training for healthc...	5	400.0% ↑	48	220.0% ↑	10.42%	56.3% ↑	6	4.7% ↑
carrus utah	4	-63.6% ↓	88	-11.1% ↓	4.55%	-59.1% ↓	1.03	-6.9% ↓
<b>Grand total</b>	<b>525</b>	<b>-19.8% ↓</b>	<b>17,294</b>	<b>15.1% ↑</b>	<b>3.04%</b>	<b>-30.4% ↓</b>	<b>34.4</b>	<b>9.6% ↑</b>

1 - 10 / 789

### Clicks, Impressions & Average Position by Page

Landing Page Contains

Landing Page	Url Clicks	% Δ	Impressions	% Δ	URL CTR	% Δ
https://www.carruslearn.com/	412	-19.8% ↓	6,013	-14.3% ↓	6.85%	-6.5% ↓
https://www.carruslearn.com/newsroom/online-infection-prevention-training-free-from-carrus/	55	12.2% ↑	5,815	30.2% ↑	0.95%	-13.8% ↓
https://www.carruslearn.com/who-we-are	12	1,100.0% ↑	103	635.7% ↑	11.65%	63.1% ↑
https://www.carruslearn.com/request-info/	10	100.0% ↑	2,431	6.7% ↑	0.41%	87.5% ↑
https://www.carruslearn.com/solutions/	9	-25.0% ↓	2,430	9.7% ↑	0.37%	-31.6% ↓
https://www.carruslearn.com/newsroom/medical-reskilling-increases-retention-rates/	7	40.0% ↑	260	122.2% ↑	2.69%	-37.0% ↓
https://www.carruslearn.com/newsroom/careerstep-repositions-as-carrus/	4	-20.0% ↓	975	-4.7% ↓	0.41%	-16.1% ↓
https://www.carruslearn.com/newsroom/what-is-medical-upskilling-why-is-it-important/	3	200.0% ↑	445	71.2% ↑	0.67%	75.3% ↑
https://www.carruslearn.com/newsroom/	2	-	1,841	-5.4% ↓	0.11%	-
https://www.carruslearn.com/?cat=-1	2	-50.0% ↓	515	111.9% ↑	0.39%	-76.4% ↓
<b>Grand total</b>	<b>532</b>	<b>-20.7% ↓</b>	<b>29,356</b>	<b>23.5% ↑</b>	<b>1.81%</b>	<b>-35.8% ↓</b>

1 - 10 / 61

Channel ▼ Device ▼ Explorer Jul 1, 2022 - Jul 31, 2022 ▼

Landing Page	Impressions <span>▼</span>
https://www.carruslearn.com/	6,013
https://www.carruslearn.com/newsroom/online-infection-prevention-training-free-from-carrus/	5,815
https://www.carruslearn.com/request-info/	2,431
https://www.carruslearn.com/solutions/	2,430
https://www.carruslearn.com/newsroom/	1,841
<b>Grand total</b>	<b>29,356</b>

1 - 5 / 61 < >

### Filters

Query Equals ▼

Landing Page Equals ▼

Query	# of Pages <span>▼</span>
carrus	19
carrus learn	15
carrus education	15
carrusa	14
carrus education meaning	13
<b>Grand total</b>	<b>51</b>

1 - 5 / 638 < >

### Queries by Impressions & Page

Query	Landing Page <span>🔗</span> <span>▼</span>	Impressions <span>①</span> <span>▼</span>	Clicks	URL CTR
carrus	https://www.carruslearn.com/	1,914	234	12.23%
carrus	https://www.carruslearn.com/solutions/	1,379	0	0%
carrus	https://www.carruslearn.com/request-info/	1,378	0	0%
carrus	https://www.carruslearn.com/newsroom/	1,006	1	0.1%
carrus	https://www.carruslearn.com/solutions/training/	641	1	0.16%
infection control certification online free	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	605	11	1.82%
carrus	https://www.carruslearn.com/newsroom/category/skills-development/	493	0	0%
carrus	https://www.carruslearn.com/about-us/	435	0	0%
carrus	https://www.carruslearn.com/newsroom/new-carrus-platform-modern-job...	402	0	0%
carrus	https://www.carruslearn.com/solutions/placement/	350	0	0%
carrus	https://www.carruslearn.com/newsroom/category/healthcare-trends/	270	0	0%
carrus	https://www.carruslearn.com/newsroom/hiring-is-harder-today-than-ever-...	248	0	0%
skills based hiring	https://www.carruslearn.com/newsroom/skills-based-hiring-why-it-works/	233	0	0%
infection control certification online	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	219	0	0%
infection control certification online course	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	206	0	0%
upskilling definition	https://www.carruslearn.com/newsroom/what-is-medical-upskilling-why-is...	204	0	0%
career step	https://www.carruslearn.com/newsroom/careerstep-repositions-as-carrus/	203	0	0%
healthcare infographic	https://www.carruslearn.com/newsroom/healthcare-jobs-needs-increase-tu...	188	0	0%
careerstep	https://www.carruslearn.com/newsroom/careerstep-repositions-as-carrus/	176	1	0.57%
carrus	https://www.carruslearn.com/ada-statement/	142	0	0%
<b>Grand total</b>		<b>29,356</b>	<b>532</b>	<b>1.81%</b>

1 - 20 / 1105 < >











Channel ▾

Device ▾

Jul 1, 2022 - Jul 31, 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	91 
emails.careerstep.com	71 
careerstep.com	61 
m.facebook.com	34 
app.asana.com	24 
aax.amazon-adsystem.com	22 
sprout.link	17 
analytics.google.com	15 
indeed.com	14 
example.com	12 
<b>Grand total</b>	<b>519</b>

1 - 10 / 74 &lt; &gt;

### 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 ▾
/newsroom/increase-retention-through-learning-development/?uid=soc_l...	68 
/newsroom/how-to-find-the-right-talent/?uid=soc_instagram_post_list_0...	60 
/solutions/training/?uid=soc_instagram_post_infographic_070822skills...	18 
/solutions/placement/?uid=soc_instagram_post_infographic_071922wo...	16 
/?page_id=1540&preview=true	10 
/newsroom/what-is-medical-upskilling-why-is-it-important/?uid=soc_inst...	7 
/solutions/placement/?uid=soc_facebook_post_infographic_071922wor...	5 
/solutions/training/?uid=soc_facebook_post_infographic_070822skillsd...	5 
/newsroom/how-to-find-the-right-talent/?uid=soc_instagram_post_blog_...	4 
/newsroom/medical-reskilling-increases-retention-rates/?uid=soc_linkedi...	3 
<b>Grand total</b>	<b>389</b>

1 - 10 / 194 &lt; &gt;

### Striking Distance Keywords & CTR Optimization

Query	Clicks	Impressions ② ▾	Avg Rank ① ▲	Site CTR
talent wars	0	2	11	0%
carurs	0	1	11	0%
app.careerstep.com/login	0	5	11.2	0%
infection control certification online free cdc	0	12	11.33	0%
valerie connell	0	3	11.33	0%

1 - 5 / 71 &lt; &gt;

### 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
<b>Grand total</b>	<b>2,917</b>	<b>2,407</b>	<b>00:01:33</b>

1 - 10 / 1033 &lt; &gt;