

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

## Users & Sessions

by Users, Sessions & Avg. Sessions Duration

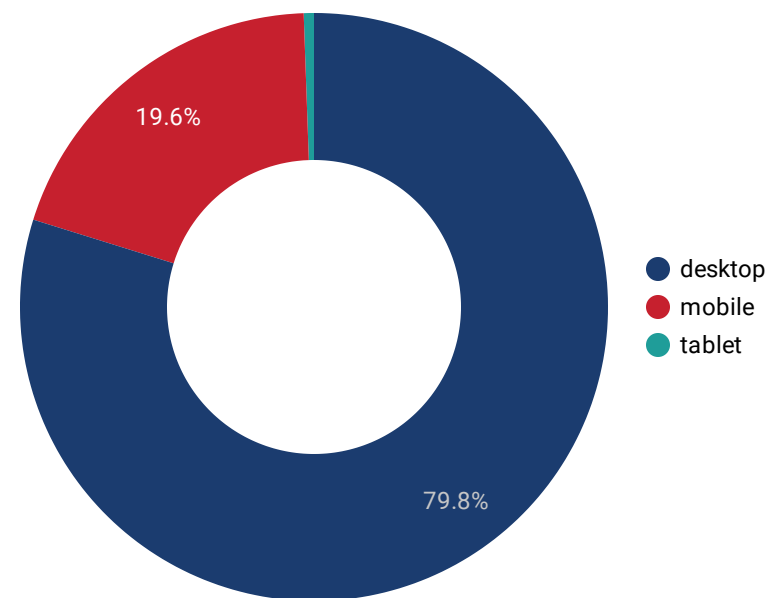
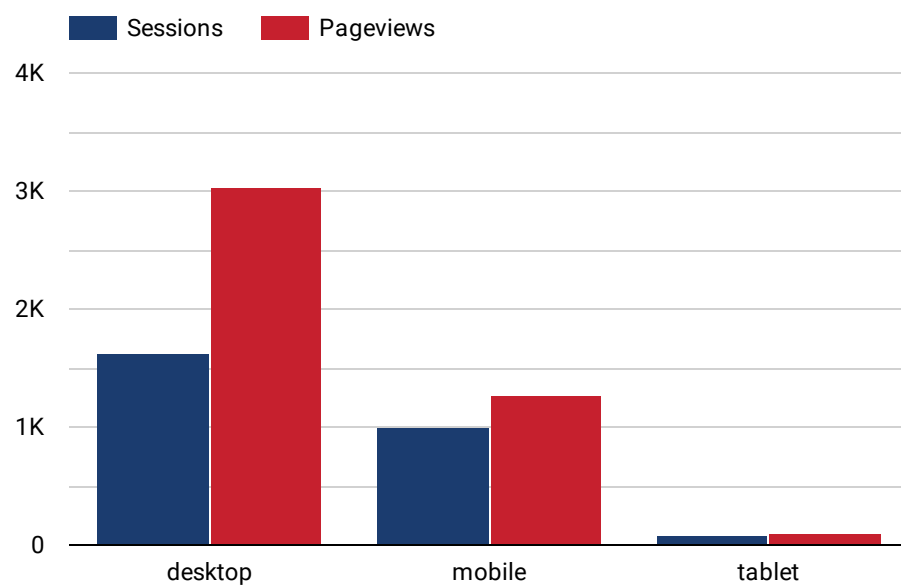
Users <b>2.2K</b> ↓ -18.7%	New Users <b>2.1K</b> ↓ -15.0%	Sessions <b>2.7K</b> ↓ -20.7%	Sessions per User <b>1.2</b> ↓ -2.5%
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## Site Health

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

Bounce Rate <b>78.7%</b> ↑ 21.3%	Avg. Session Duration <b>01:09</b> ↑ 5.9%	Avg. Page Load Time (sec) <b>2.7</b> ↓ -9.3%
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## Device Performance

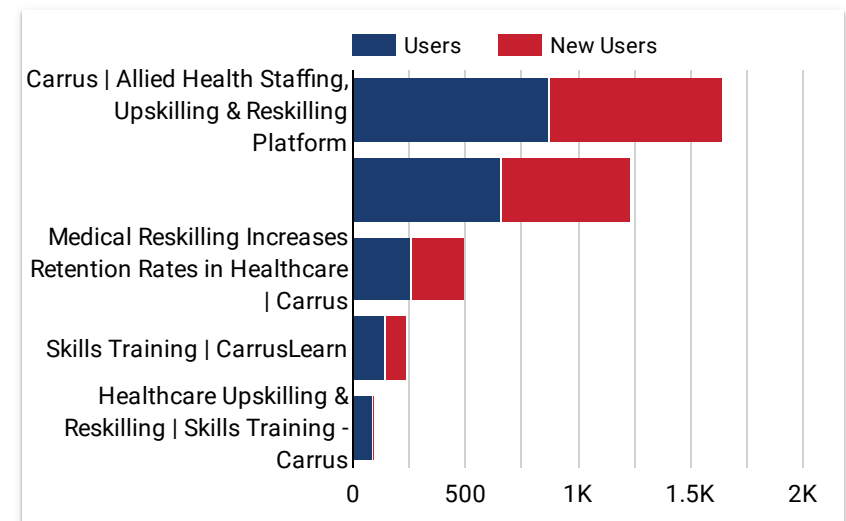


## Top Visited Pages

Page Title	Sessions	Pageviews	Unique Pageviews	Avg. Time on Page
Carrus   Allied Health Staffing, Upskilling & Reskilling Platform	1,048	1,316	1,075	00:02:35
Healthcare Career Training & Continuing Education   Carrus	778	990	799	00:01:54
Medical Reskilling Increases Retention Rates in Healthcare   Carrus	267	299	277	00:01:25
Skills Training   CarrusLearn	105	235	161	00:01:31
Page not found   CarrusLearn	77	83	81	00:01:30
<b>Grand total</b>	<b>2,721</b>	<b>4,414</b>	<b>3,634</b>	<b>00:01:51</b>

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## Pages by User Type



## Top Landing Pages

Landing Page

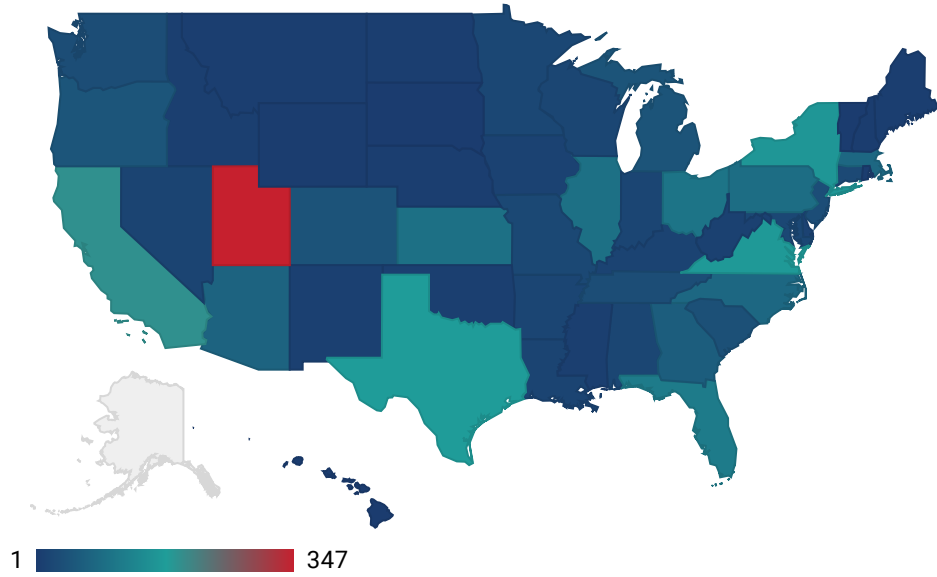
Contains ▼

Landing Page	Users	% Δ	Bounce Rate
/	1,156	-36.2% ↓	70.07%
/newsroom/medical-reskilling-increases-retention-rates/	141	-	90%
/newsroom/medical-reskilling-increases-retention-rates/?uid=soc_linkedin_post_infographic_060922medicalreskilling	102	-	97.25%
?uid=soc_instagram_ad_traffic_052622homepage	101	36.5% ↑	96.12%
/newsroom/online-infection-prevention-training-free-from-carrus/	50	-	94.12%
<b>Grand total</b>	<b>2,197</b>	<b>-18.7% ↓</b>	<b>78.68%</b>

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### Sessions and Users by State

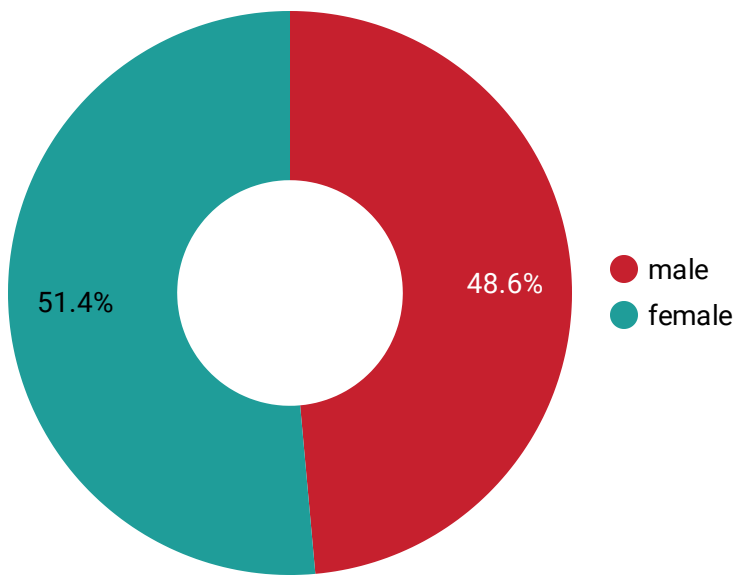


### Sessions and Users by City

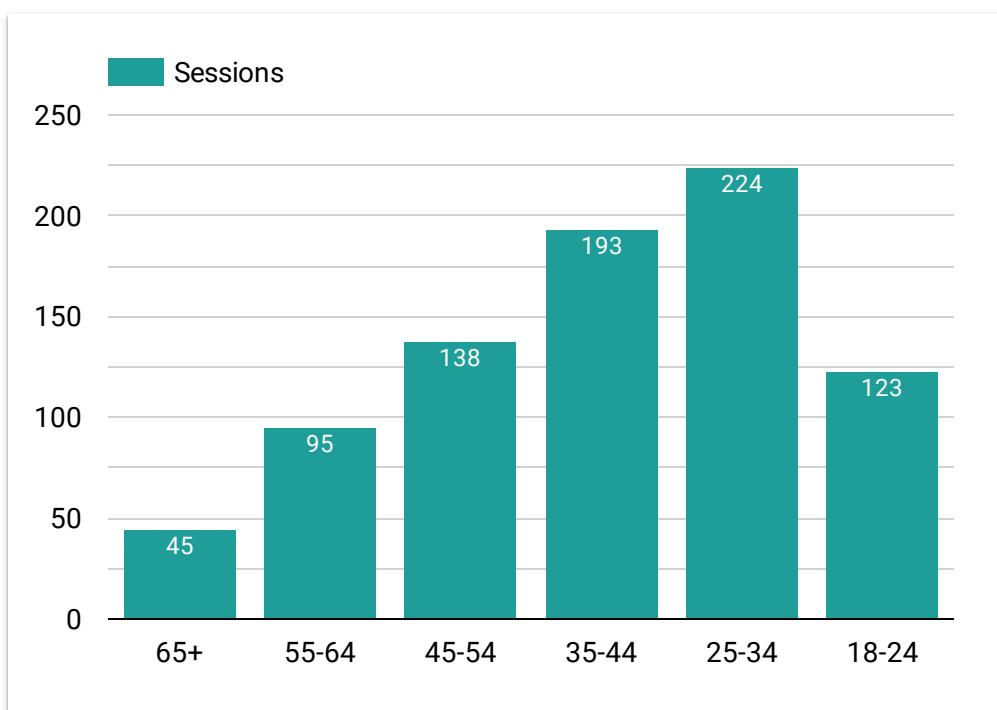
Metro	Sessions	Pageviews
(not set)	490	645
Salt Lake City UT	315	845
Washington DC (Hagerstown MD)	166	191
New York, NY	165	282
Chicago IL	85	132
Tulsa OK	77	78
Los Angeles CA	77	109
Boston MA-Manchester NH	74	151
Phoenix AZ	65	81
Houston TX	55	256
Philadelphia PA	54	76
Dallas-Ft. Worth TX	50	74
San Francisco-Oakland-San Jose...	49	70
Columbus OH	48	48
Portland OR	45	47
Denver CO	41	58
Atlanta GA	39	74
West Palm Beach-Ft. Pierce FL	33	109
Charlotte NC	33	50
Wilkes Barre-Scranton PA	27	50
<b>Grand total</b>	<b>2,721</b>	<b>4,414</b>

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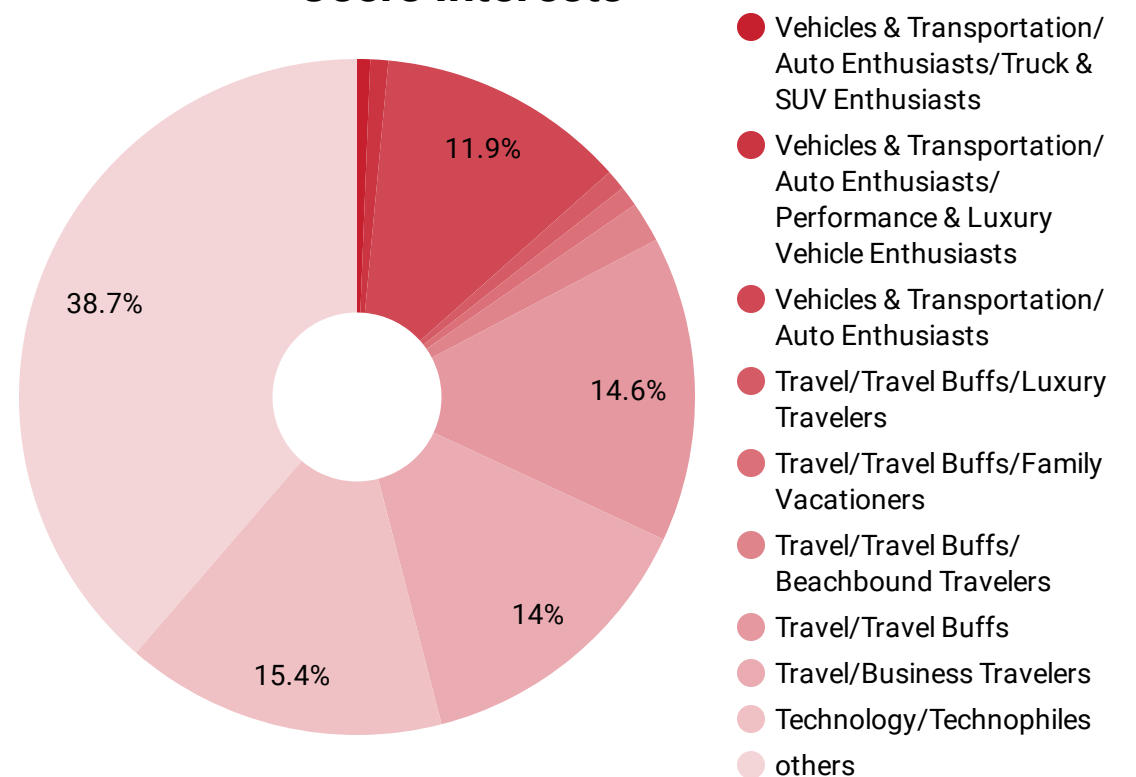
### Users by Sex



### Users by Age



### Users Interests



Channel ▼ Device ▼ **Insights**  
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### Top Acquisition Channels

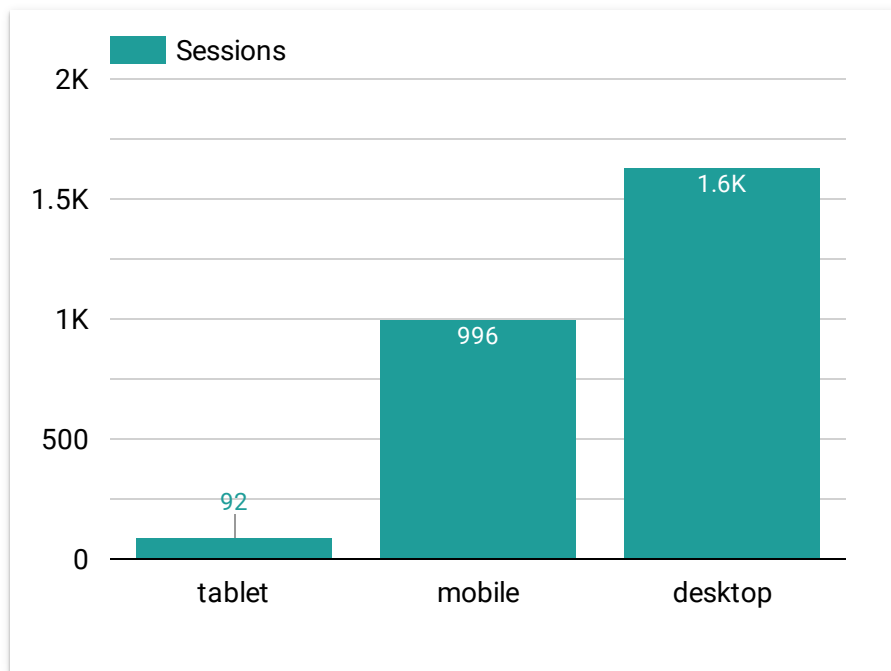
Acquisition Channel	Sessions <span>▼</span>
Direct	905
Social	828
Organic Search	693
Referral	180
Email	7
<b>Grand total</b>	<b>2,721</b>

### User Source

Source / Medium <span>▼</span>	Sessions	% New Sessions	Bounce Rate
za.indeed.com / referral	1	0%	0%
yelp.com / referral	1	100%	0%
yahoo / organic	2	100%	100%
www-military-com.cdn.ampproject.org / referral	1	100%	0%
usveteransmagazine.com / referral	2	100%	50%
usc-excel.officeapps.live.com / referral	1	100%	0%
usyhs4.search.yahoo.com / referral	4	0%	100%
uintalabs.com / referral	1	0%	100%
turnkeytec.crm.dynamics.com / referral	1	0%	100%
trueinfluence.lightning.force.com / referral	2	100%	50%
statics.teams.cdn.office.net / referral	3	100%	33%
smex12-5-en-ctp.trendmicro.com / referral	1	0%	0%
search.google.com / referral	7	0%	29%
revelstokecapital.com / referral	10	50%	70%
protiviti.lightning.force.com / referral	1	100%	100%
prnewswire.com / referral	3	33%	67%
paycomonline.net / referral	1	0%	100%
na-sj38.marketodesigner.com / referral	7	0%	29%
military.com / referral	8	100%	50%
medium.com / referral	2	50%	50%
<b>Grand total</b>	<b>2,721</b>	<b>77%</b>	<b>79%</b>

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### Users by Device

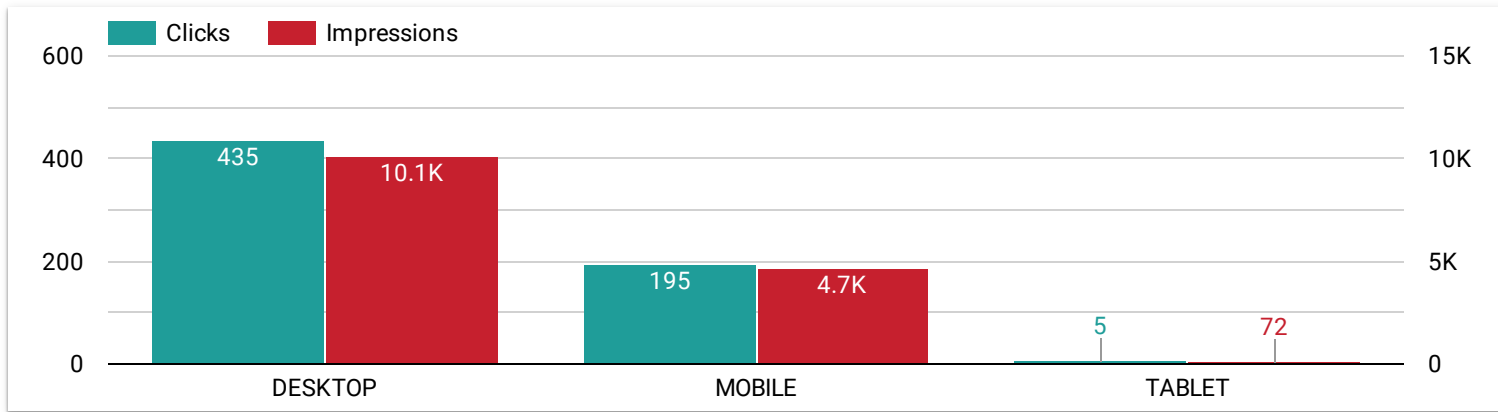


### Avg. Load Times and Bounce Rate by Page

Page Title	Avg Load Time <span>▼</span>	Bounce Rate
Solutions   CarrusLearn	7.09	77.97%
Medical Reskilling Increases Retention Rates in Healthcare   Carrus	6.4	93.26%
Skills Training   CarrusLearn	2.93	93.33%
Healthcare Career Training & Continuing Education   Carrus	2.51	77.63%
Carrus   Allied Health Staffing, Upskilling & Reskilling Platform	2.44	71.95%
Free Online Infection Prevention Training   Carrus - Healthcare Trai...	2.23	94.12%
Workforce Placement   CarrusLearn	2.06	94.34%
Empower Your Healthcare DSPs to Reduce Turnover   CarrusLearn	1.9	100%
Page not found   CarrusLearn	1.31	89.61%
Healthcare Training Resource Hub   Carrus	1.22	71.43%
<b>Grand total</b>	<b>2.66</b>	<b>78.68%</b>

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



Clicks <b>635.0</b> ↓ -4.1%	Impressions <b>14.8K</b> ↓ -14.3%
Site CTR <b>4.3%</b> ↑ 11.9%	Average Position <b>31.39</b> ↓ -16.4%

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

Query Contains

Query	Clicks	% Δ	Impressions	% Δ	Site CTR	% Δ	Average Position	% Δ
carrus	285	-8.4% ↓	2,074	-16.6% ↓	13.74%	9.9% ↑	3.89	-4.3% ↓
carrus learn	53	0.0%	147	5.8% ↑	36.05%	-5.4% ↓	1.03	2.7% ↑
carruslearn	25	-3.8% ↓	37	-9.8% ↓	67.57%	6.5% ↑	1.05	2.9% ↑
carrus learning	18	50.0% ↑	36	63.6% ↑	50%	-8.3% ↓	1	-31.3% ↓
carrus lehi	16	23.1% ↑	105	0.0%	15.24%	23.1% ↑	1.25	9.2% ↑
carrus careers	13	160.0% ↑	47	213.3% ↑	27.66%	-17.0% ↓	3.7	46.1% ↑
carrus utah	11	175.0% ↑	97	29.3% ↑	11.34%	112.6% ↑	1.09	1.2% ↑
infection control certification online free	11	10.0% ↑	512	5.1% ↑	2.15%	4.6% ↑	7.6	-5.6% ↓
carrus education	6	0.0%	65	54.8% ↑	9.23%	-35.4% ↓	3.75	5.8% ↑
carrus jobs	5	-44.4% ↓	30	-18.9% ↓	16.67%	-31.5% ↓	4.73	2.4% ↑
<b>Grand total</b>	<b>635</b>	<b>-4.1% ↓</b>	<b>14,824</b>	<b>-14.3% ↓</b>	<b>4.28%</b>	<b>11.9% ↑</b>	<b>31.39</b>	<b>-16.4% ↓</b>

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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/	510	5.8% ↑	6,999	-18.9% ↓	7.29%	30.4% ↑
https://www.carruslearn.com/newsroom/online-infection-prevention-training-free-from-carrus/	49	-	4,467	-	1.1%	-
https://www.carruslearn.com/jobs/	25	-49.0% ↓	390	-82.2% ↓	6.41%	187.3% ↑
https://www.carruslearn.com/solutions/	12	-	2,215	-	0.54%	-
https://www.carruslearn.com/newsroom/carrus-acquires-archetype-innovations/	7	250.0% ↑	270	27.4% ↑	2.59%	174.8% ↑
https://www.carruslearn.com/newsroom/medical-reskilling-increases-retention-rates/	5	-	117	-	4.27%	-
https://www.carruslearn.com/newsroom/careerstep-repositions-as-carrus/	5	-	1,023	-	0.49%	-
https://www.carruslearn.com/request-info/	5	-	2,279	-	0.22%	-
https://www.carruslearn.com/what-we-do/	5	-44.4% ↓	41	-87.5% ↓	12.2%	345.8% ↑
https://www.carruslearn.com/?cat=-1	4	-	243	-	1.65%	-
<b>Grand total</b>	<b>651</b>	<b>-5.1% ↓</b>	<b>23,473</b>	<b>-12.5% ↓</b>	<b>2.77%</b>	<b>8.4% ↑</b>

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Channel ▼ Device ▼ Explorer Jun 1, 2022 - Jun 30, 2022 ▼

Landing Page	Impressions <span>▼</span>
https://www.carruslearn.com/	6,999
https://www.carruslearn.com/newsroom/online-infection-prevention-training-free-from-carrus/	4,467
https://www.carruslearn.com/request-info/	2,279
https://www.carruslearn.com/solutions/	2,215
https://www.carruslearn.com/newsroom/	1,946
<b>Grand total</b>	<b>23,473</b>

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### Filters

Query Equals ▼

Landing Page Equals ▼

Query	# of Pages <span>▼</span>
carrus learn	16
careercert	13
carrus lehi	11
carrus utah	10
carrus	10
<b>Grand total</b>	<b>42</b>

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### 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/	2,006	283	14.11%
carrus	https://www.carruslearn.com/request-info/	1,232	0	0%
carrus	https://www.carruslearn.com/solutions/	1,207	0	0%
carrus	https://www.carruslearn.com/newsroom/	1,092	0	0%
infection control certification online free	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	512	11	2.15%
carrus	https://www.carruslearn.com/newsroom/category/skills-development/	320	0	0%
carrus	https://www.carruslearn.com/jobs/	208	3	1.44%
carrus	https://www.carruslearn.com/newsroom/category/hiring-and-staffing/	181	0	0%
infection control certification online	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	175	0	0%
careerstep login	https://www.carruslearn.com/	175	0	0%
career step	https://www.carruslearn.com/newsroom/careerstep-repositions-as-carrus/	172	0	0%
carrus health	https://www.carruslearn.com/	162	0	0%
careerstep	https://www.carruslearn.com/newsroom/careerstep-repositions-as-carrus/	156	0	0%
carrus	https://www.carruslearn.com/newsroom/career-step-repositions-as-carrus/	155	0	0%
carrus learn	https://www.carruslearn.com/	141	47	33.33%
carrus learn	https://www.carruslearn.com/solutions/	133	3	2.26%
infection control certification online course	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	131	0	0%
carrus learn	https://www.carruslearn.com/request-info/	129	0	0%
upskilling definition	https://www.carruslearn.com/newsroom/what-is-medical-upskilling-why-is...	127	0	0%
healthcare job training	https://www.carruslearn.com/	126	0	0%
<b>Grand total</b>		<b>23,473</b>	<b>651</b>	<b>2.77%</b>

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Channel ▾

Device ▾

Jun 1, 2022 - Jun 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	77 
l.facebook.com	64 
emails.careerstep.com	62 
careerstep.com	46 
m.facebook.com	39 
indeed.com	20 
business.facebook.com	18 
entrepreneur.com	12 
glassdoor.com	12 
revelstokecapital.com	10 
<b>Grand total</b>	<b>468</b>

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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 ▾
/newsroom/medical-reskilling-increases-retention-rates/?uid=soc_linkedi...	113 
/?uid=soc_instagram_ad_traffic_052622homepage	106 
/solutions/?uid=soc_linkedin_ad_traffic_052722solutions	31 
/solutions/training/?uid=soc_facebook_ad_traffic_052622skillsdevelop...	31 
/?uid=soc_facebook_ad_traffic_052622homepage	27 
/solutions/training/?uid=soc_linkedin_ad_traffic_052622skillsdevelopme...	21 
/?uid=soc_facebook_ad_traffic_061422homepage	11 
/solutions/externship/?uid=soc_facebook_ad_traffic_052622talentdisco...	4 
/newsroom/medical-reskilling-increases-retention-rates/?uid=soc_instag...	4 
/?cat=-1	4 
<b>Grand total</b>	<b>768</b>

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### Striking Distance Keywords & CTR Optimization

Query	Clicks	Impressions ② ▾	Avg Rank ① ▲	Site CTR
misty frost	0	2	11	0%
"careerstep"	0	2	11	0%
"acls certification"	0	1	11	0%
free infection	0	1	11	0%
infection control training free	0	37	11.14	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
<b>Grand total</b>	<b>2,917</b>	<b>2,407</b>	<b>00:01:33</b>

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