

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

Users & Sessions

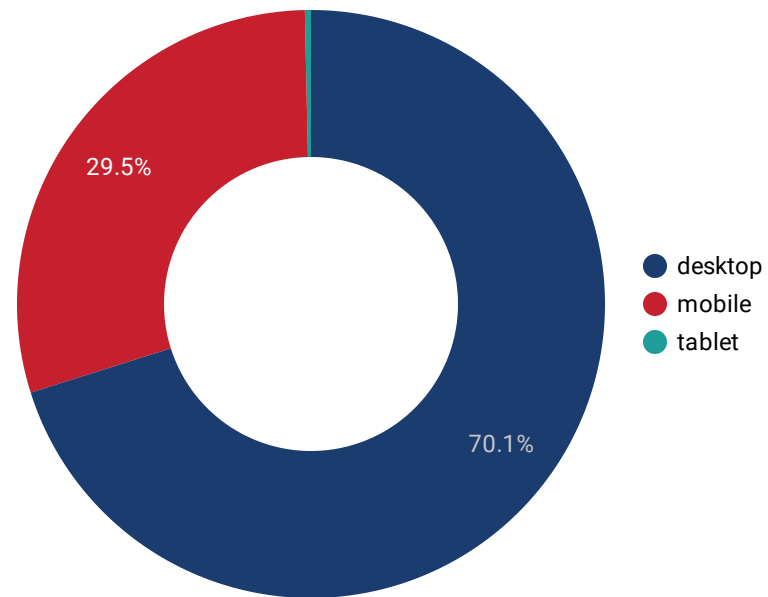
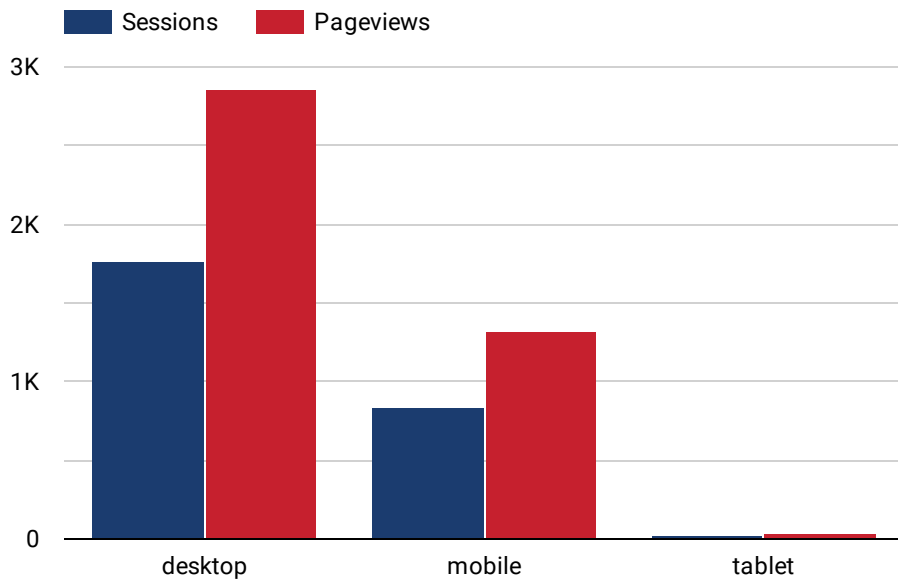
by Users, Sessions & Avg. Sessions Duration

Users 2.1K ↑ 35.7%	New Users 2.0K ↑ 37.4%	Sessions 2.6K ↑ 33.8%	Sessions per User 1.3 ↓ -1.4%	Bounce Rate 59.3% ↓ -10.6%	Avg. Session Duration 55 ↓ -26.7%	Avg. Page Load Time (sec) 3.8 ↑ 105.1%
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Site Health

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

Device Performance

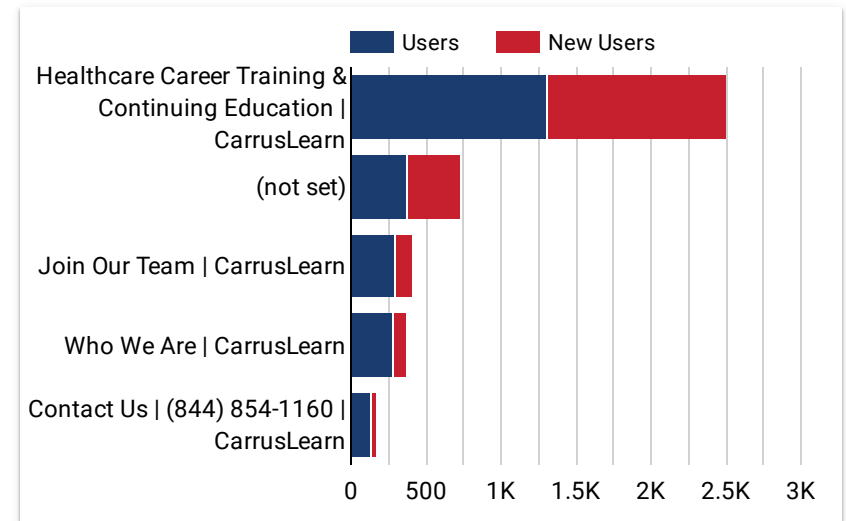


Top Visited Pages

Page Title	Sessions	Pageviews	Unique Pageviews	Avg. Time on Page
Healthcare Career Training & Continuing Education CarrusLearn	1,678	1,946	1,707	00:01:51
(not set)	400	800	400	00:00:10
Join Our Team CarrusLearn	171	388	359	00:03:22
Who We Are CarrusLearn	137	377	326	00:03:20
Corporate and Industry Newsroom CarrusLearn	54	151	120	00:01:40
Grand total	2,631	4,213	3,388	00:01:32

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Pages by User Type



Top Landing Pages

Landing Page

Contains ▼

Landing Page	Users	% Δ	Bounce Rate
/	1,648	49.1% ↑	53.75%
/jobs/	143	-10.1% ↓	85.38%
/who-we-are/	128	37.6% ↑	78.1%
/newsroom/	45	25.0% ↑	89.58%
/newsroom/online-infection-prevention-training-available-for-free-from-carrus/	43	4.9% ↑	88.37%
Grand total	2,067	35.7% ↑	59.29%

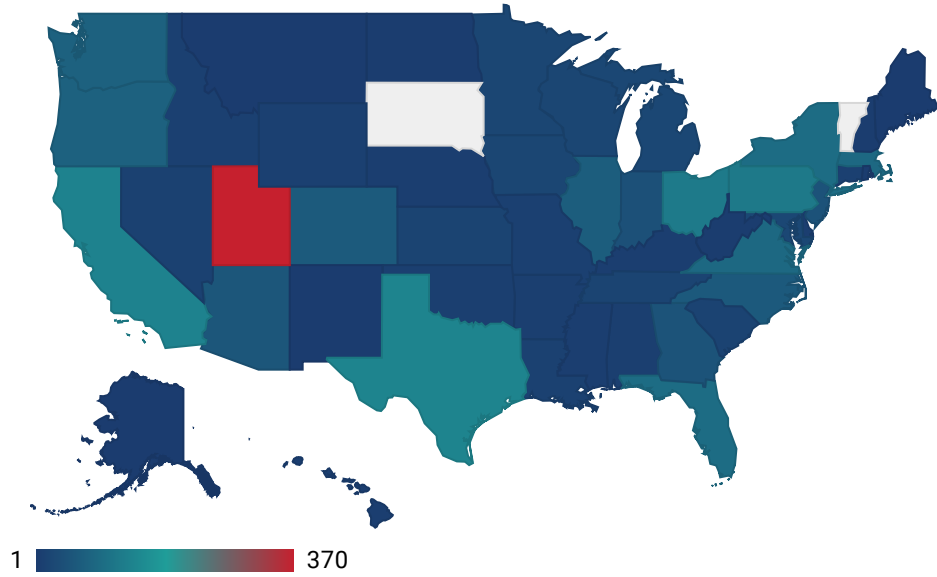
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Channel ▾

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Sessions and Users by State



Users by Sex

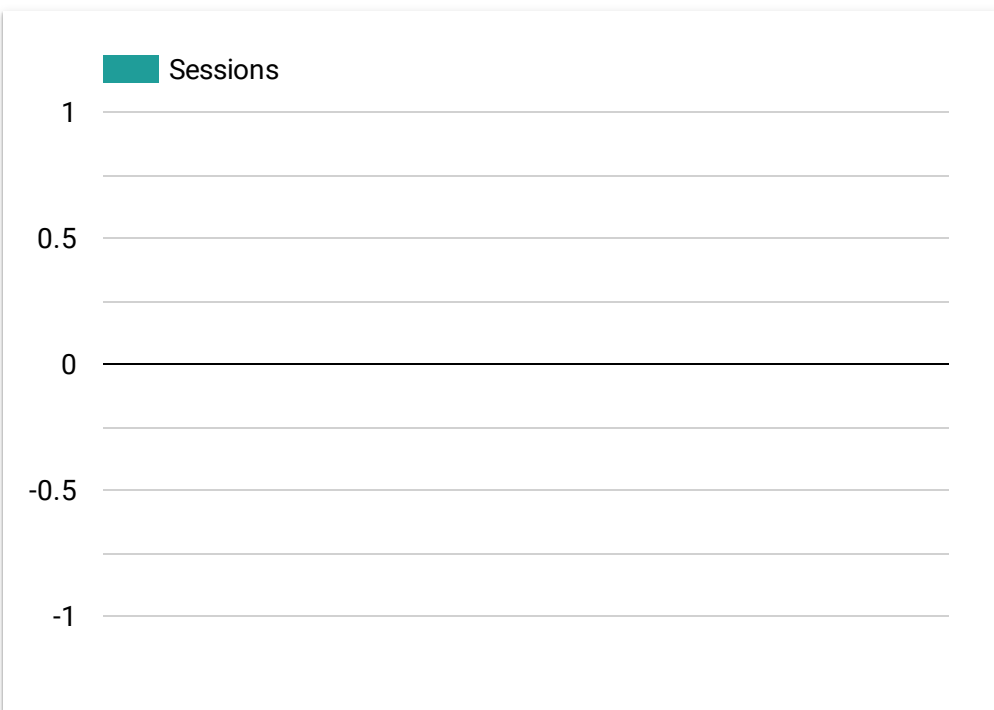
No data

Sessions and Users by City

Metro	Sessions ▾	Pageviews
(not set)	657	1,113
Salt Lake City UT	341	653
New York, NY	92	119
Washington DC (Hagerstown MD)	85	108
Boston MA-Manchester NH	78	143
Wilkes Barre-Scranton PA	70	133
Portland OR	69	69
Cleveland-Akron (Canton) OH	68	89
Chicago IL	66	102
Los Angeles CA	60	91
Seattle-Tacoma WA	59	82
Denver CO	53	80
Philadelphia PA	49	79
Phoenix AZ	47	103
San Francisco-Oakland-San Jose...	47	66
Dallas-Ft. Worth TX	43	74
Atlanta GA	41	86
Raleigh-Durham (Fayetteville) NC	37	60
Columbus OH	32	38
Houston TX	31	55
Grand total	2,631	4,213

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Users by Age



Users Interests

No data

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

Top Acquisition Channels

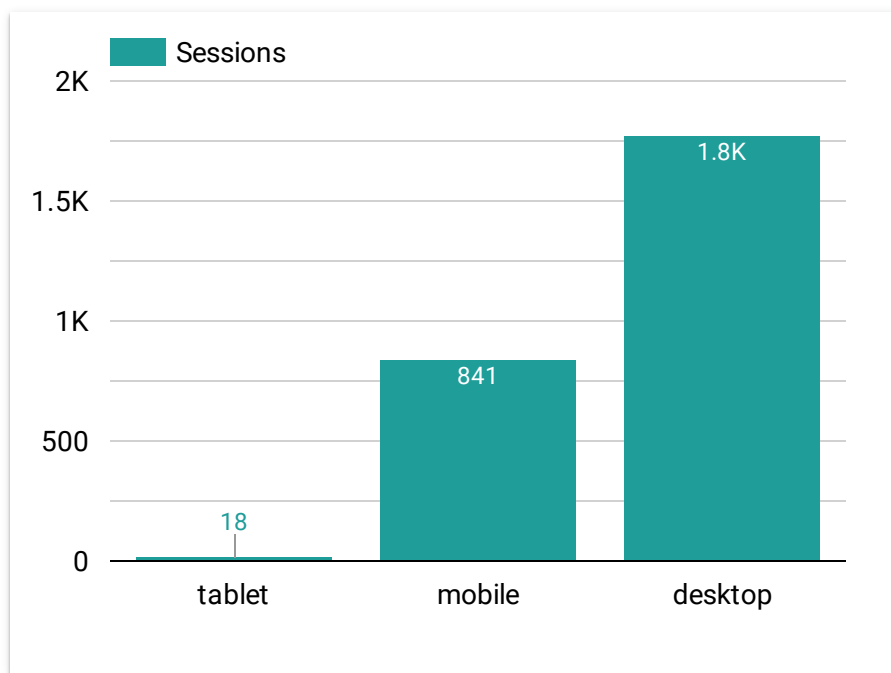
Acquisition Channel	Sessions
Direct	1,346
Organic Search	960
Referral	147
Social	87
(Other)	1
Grand total	2,631

User Source

Source / Medium	Sessions	% New Sessions	Bounce Rate
zoominfo.com / referral	1	100%	100%
zi.lightning.force.com / referral	3	33%	0%
yahoo / organic	13	92%	62%
www-military-com.cdn.ampproject.org / referral	2	100%	100%
workwithoutapplause.com / referral	3	0%	67%
wa98101.lightning.force.com / referral	2	100%	50%
virtualvocations.com / referral	1	100%	0%
usveteransmagazine.com / referral	11	100%	91%
trueinfluence.lightning.force.com / referral	1	100%	0%
tritiumpartners.lightning.force.com / referral	2	50%	100%
spdata.llc.lightning.force.com / referral	1	100%	0%
sonnecto.lightning.force.com / referral	2	50%	0%
revelstokecapital.com / referral	6	100%	83%
prnewswire.com / referral	2	100%	100%
portal.document360.io / referral	1	0%	0%
observer.com / referral	2	100%	50%
nmp.com / referral	1	100%	0%
military.com / referral	4	75%	100%
medium.com / referral	2	100%	50%
mail.google.com / referral	5	80%	80%
Grand total	2,631	75%	59%

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Users by Device

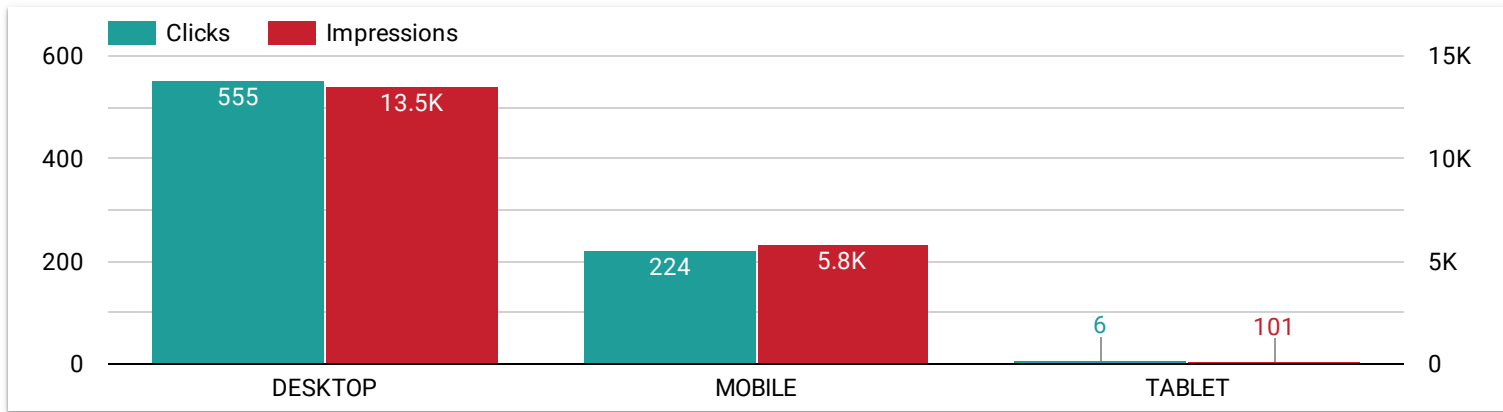


Avg. Load Times and Bounce Rate by Page

Page Title	Avg Load Time	Bounce Rate
Join Our Team CarrusLearn	9.26	85.38%
Healthcare Career Training & Continuing Education CarrusLearn	3.99	66.75%
Healthcare Training Provider Carrus Provides Workforce Skills Bey...	2.91	100%
University of Phoenix Collaborates with CareerStep	2.35	null
Our Values CarrusLearn	1.86	64.29%
Who We Are CarrusLearn	1.52	78.1%
Corporate and Industry Newsroom CarrusLearn	1.17	90.74%
Our Trusted Partners CarrusLearn	0.84	58.33%
Contact Us (844) 854-1160 CarrusLearn	0.49	79.25%
Become a Trusted Carrus Partner CarrusLearn	null	70%
Grand total	3.8	59.29%

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



Clicks
785.0
↑ 8.7%

Site CTR
4.0%
↓ -10.5%

Impressions
19.5K
↑ 21.4%

Average Position
39.71
↑ 7.3%

Clicks, Impressions & Average Position by Query/Keyword

Query Contains

Query	Clicks	% Δ	Impressions	% Δ	Site CTR	% Δ	Average Position	% Δ
carrus	364	8.7% ↑	2,680	4.2% ↑	13.58%	4.3% ↑	4.17	-7.9% ↓
carrus learn	74	37.0% ↑	113	52.7% ↑	65.49%	-10.3% ↓	1	0.0%
carrus learning	32	14.3% ↑	46	7.0% ↑	69.57%	6.8% ↑	1	0.0%
carruslearn	23	-11.5% ↓	33	3.1% ↑	69.7%	-14.2% ↓	1	0.0%
carrus careers	18	5.9% ↑	61	-34.4% ↓	29.51%	61.4% ↑	5.26	6.9% ↑
carrus lehi	18	-21.7% ↓	55	-27.6% ↓	32.73%	8.1% ↑	1.65	7.5% ↑
carrus utah	11	57.1% ↑	27	0.0%	40.74%	57.1% ↑	1.19	-5.9% ↓
infection control certification online free	10	25.0% ↑	622	38.8% ↑	1.61%	-10.0% ↓	9.08	-6.8% ↓
carrus jobs	9	0.0%	42	-48.1% ↓	21.43%	92.9% ↑	6.1	-22.5% ↓
carrus education	4	0.0%	20	42.9% ↑	20%	-30.0% ↓	6.05	32.3% ↑
Grand total	785	8.7% ↑	19,455	21.4% ↑	4.03%	-10.5% ↓	39.71	7.3% ↑

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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/	549	9.6% ↑	8,833	13.2% ↑	6.22%	-3.2% ↓
https://www.carruslearn.com/jobs/	72	4.3% ↑	2,681	-0.4% ↓	2.69%	4.8% ↑
https://www.carruslearn.com/who-we-are/	53	51.4% ↑	3,142	4.0% ↑	1.69%	45.6% ↑
https://www.carruslearn.com/newsroom/online-infection-prevention-training-available-for-free-from-carrus/	47	9.3% ↑	5,973	42.7% ↑	0.79%	-23.4% ↓
http://www.carruslearn.com/	20	0.0%	1,634	7.6% ↑	1.22%	-7.0% ↓
https://www.carruslearn.com/who-we-are/contact/	20	-9.1% ↓	1,788	7.8% ↑	1.12%	-15.7% ↓
https://www.carruslearn.com/newsroom/executive/auto-draft-2/	6	500.0% ↑	41	28.1% ↑	14.63%	368.3% ↑
https://www.carruslearn.com/what-we-do/	5	0.0%	261	-36.2% ↓	1.92%	56.7% ↑
https://www.carruslearn.com/newsroom/executive/auto-draft/	4	-71.4% ↓	144	-11.1% ↓	2.78%	-67.9% ↓
https://www.carruslearn.com/newsroom/career-step-repositions-as-carrus/	3	-50.0% ↓	828	-8.9% ↓	0.36%	-45.1% ↓
Grand total	797	8.4% ↑	30,824	12.0% ↑	2.59%	-3.2% ↓

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

Landing Page	Impressions ▼
https://www.carruslearn.com/	8,833
https://www.carruslearn.com/newsroom/online-infection-prevention-training-available-for-free-from-carrus/	5,973
https://www.carruslearn.com/who-we-are/	3,142
https://www.carruslearn.com/jobs/	2,681
https://www.carruslearn.com/who-we-are/contact/	1,788
Grand total	30,824

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Filters

Query Equals ▼

Landing Page Equals ▼

Query	# of Pages ▼
carrus learn	9
careercert	8
carrus	8
carrus learning	8
carruslearn	8
Grand total	34

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Queries by Impressions & Page

Query	Landing Page 🔗 ▼	Impressions 1 ▼	Clicks	URL CTR
carrus	https://www.carruslearn.com/	2,673	328	12.27%
carrus	https://www.carruslearn.com/jobs/	1,860	13	0.7%
carrus	https://www.carruslearn.com/who-we-are/	1,810	9	0.5%
carrus	http://www.carruslearn.com/	1,323	17	1.28%
carrus	https://www.carruslearn.com/who-we-are/contact/	1,092	1	0.09%
carrus	https://www.carruslearn.com/who-we-are/values/	806	0	0%
infection control certification online free	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	622	10	1.61%
healthcare training	https://www.carruslearn.com/	417	0	0%
carrus	https://www.carruslearn.com/partners/	282	0	0%
career training	https://www.carruslearn.com/	246	0	0%
carrus	https://www.carruslearn.com/partners/become-a-partner/	244	0	0%
online healthcare training	https://www.carruslearn.com/	225	0	0%
infection control training	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	211	0	0%
healthcare career training	https://www.carruslearn.com/	190	1	0.53%
infection control certification online course	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	186	0	0%
infection control course	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	179	0	0%
infection control certification online	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	177	0	0%
penn foster	https://www.carruslearn.com/newsroom/workforce-development-pioneer-...	162	0	0%
healthcare employee training programs	https://www.carruslearn.com/	139	0	0%
infection control training for healthcare workers	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	137	0	0%
Grand total		30,824	797	2.59%

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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	77
careerstep.com	42
emails.careerstep.com	30
bemore.pennfoster.com	21
app.asana.com	21
indeed.com	17
usveteransmagazine.com	11
revelstokecapital.com	6
mail.google.com	5
military.com	4
Grand total	278

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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
/who-we-are/contact/?mkt_tok=NjQ5LURMSS03MjYAAAGC20_EvheL2p...	2
/?mkt_tok=NjQ5LURMSS03MjYAAAGC9VMY6K3PcYH2He95ioNJFmBEy...	2
/newsroom/?mkt_tok=NjQ5LURMSS03MjYAAAGDPPIp3eFURkLSOoWjTp...	1
/who-we-are/contact/?mkt_tok=NjQ5LURMSS03MjYAAAGDFGGXgghe5p...	1
/who-we-are/contact/?mkt_tok=NjQ5LURMSS03MjYAAAGC6sMkbCkSdl...	1
/?hf=64292537	1
/?mkt_tok=NjQ5LURMSS03MjYAAAGC9Nzcvl2dxQD0I4IYA5fEjS6EhJQW...	1
/newsroom/the-carrus-solution-bridging-the-gap-between-skilled-workers...	1
/newsroom/?mkt_tok=NjQ5LURMSS03MjYAAAGDGHduKlaW20iHMVi7_...	1
/?msclkid=991dc727aec211ecb6fa51a0b80c8fe6	1
Grand total	42

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Striking Distance Keywords & CTR Optimization

Query	Clicks	Impressions	Avg Rank	Site CTR
ny state infection control course online free	0	1	11	0%
free infection control ceu for nurses	0	2	11.5	0%
infection control ceu free	0	21	11.57	0%
infection control certificate free	0	11	12	0%
career step address	0	38	12.11	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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