

Website Summary

Views

750K

Clicks

15.0K

New users

60.0K

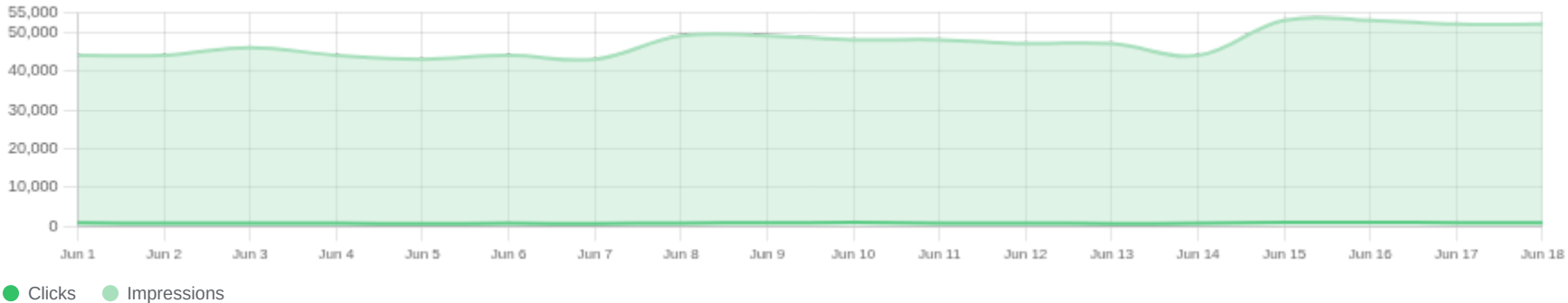
Avg Time Visitors Spend

02:00

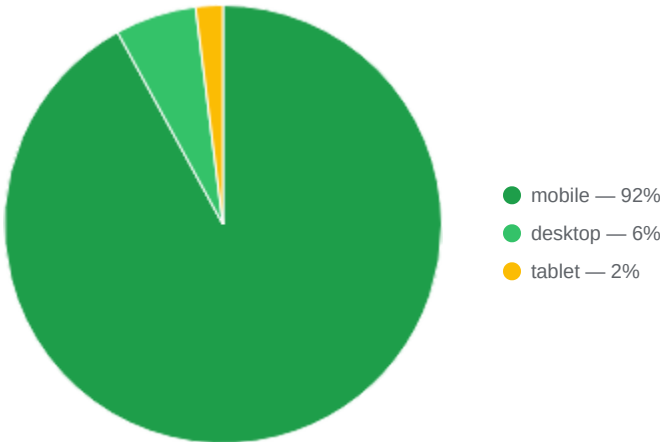
Guide

This chart shows how often the website appears on Google Search (impressions) compared with how many times users click through to the site (clicks).

Trends



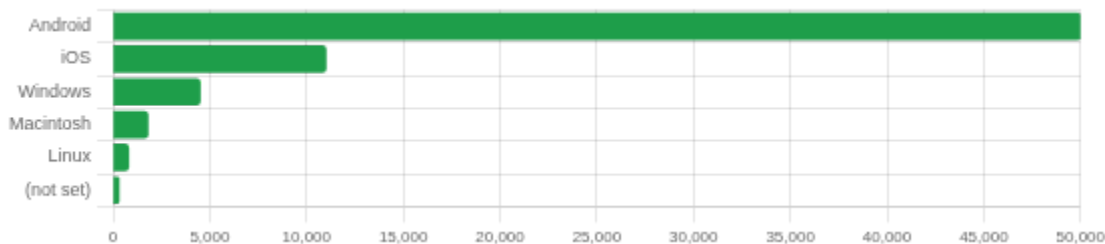
Device Category



Guide

The chart breaks down website traffic by device category (desktop, mobile, and tablet), providing insight into user behavior across platforms.

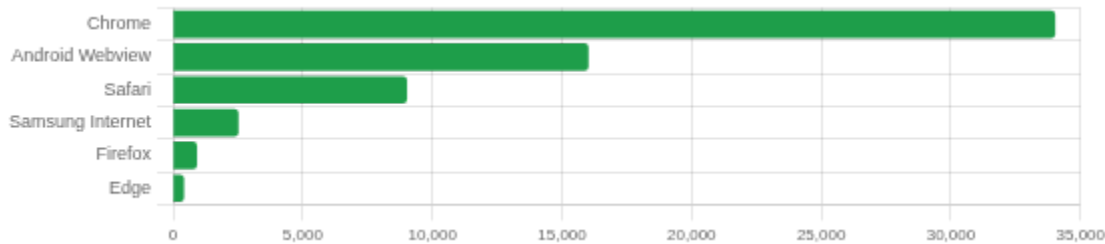
Operating System



Guide

This visualization highlights user distribution by operating system, supporting platform-specific optimization and testing decisions.

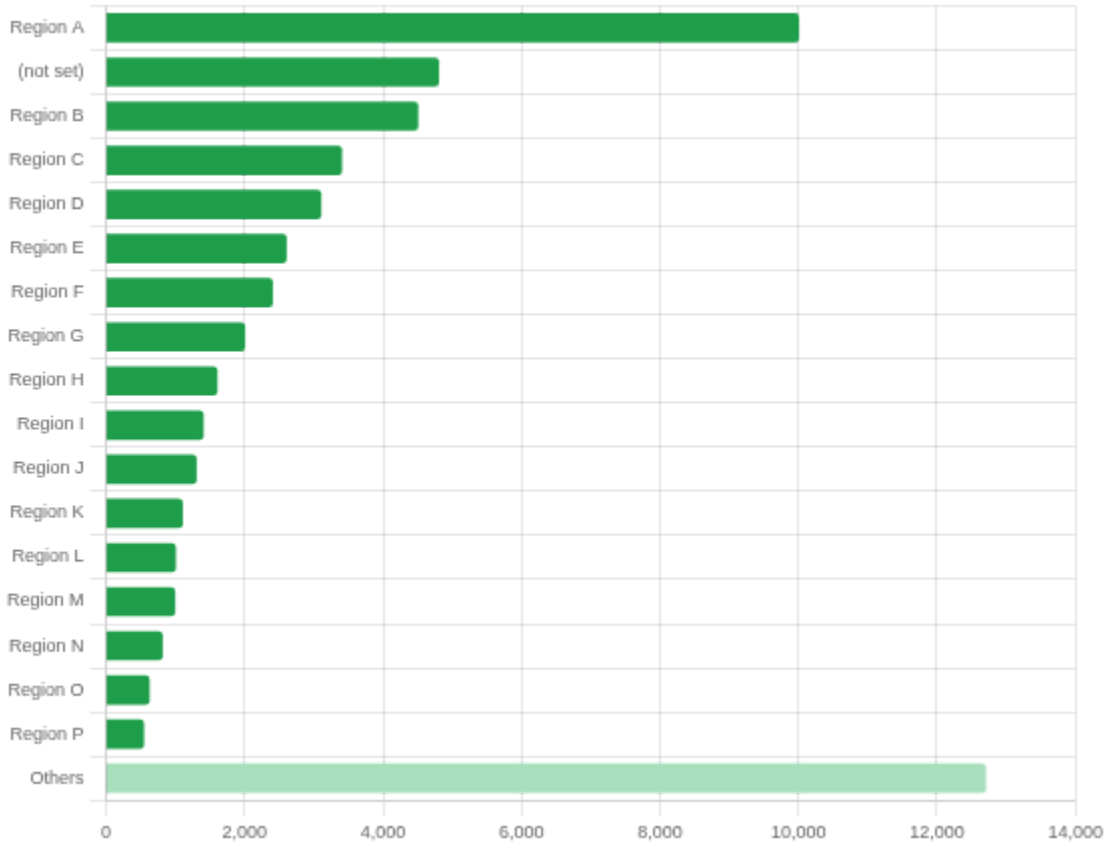
Browser



Guide

The chart compares website traffic across different browsers, helping identify how users experience the site on various platforms.

Top Regions



 Guide

The chart compares website traffic by city, helping identify high-performing and emerging geographic areas.

Traffic Channels

Session source / medium		Event count	Avg session duration
google / cpc		165,000	00:02:24
google / organic		85,000	00:02:37
social / Reels		42,000	00:00:36
(direct) / (none)		25,000	00:02:22
social / Feed		24,000	00:00:56
social / paid		19,000	00:01:12
referral / partner		15,000	00:00:43
social / Stories		15,000	00:00:50
Grand total		475,000	00:01:57

 Guide

This table shows how users arrive at the website, broken down by traffic channels such as Organic Search, Paid Search, Direct, and Referral.

Top Pages

Landing page		Event count	%	Active users
/		30,000	17.1%	5,400
/product-one		20,000	11.8%	8,800
/product-two		17,000	9.6%	8,300
/product-three		17,000	9.6%	7,700
/product-four		15,000	8.8%	7,200
/product-five		9,000	5.2%	4,100
/product-six		8,000	4.7%	3,900
/product-seven		5,600	3.2%	1,800
/categories		3,000	1.7%	490
/login		2,700	1.6%	280
/product-eight		1,500	0.9%	540
/contact		1,200	0.7%	270
/checkout		770	0.4%	110
/cart		430	0.2%	44
Grand total		175,000	100.0%	62,000

 Guide

This table shows the website's top-performing pages based on user activity, highlighting the pages that attract the most traffic.

Search Queries

Query	Impressions
brand keyword one	13,700
brand keyword two	4,900
brand name	4,000
product query alpha	3,900
generic term beta	3,800
product query gamma	2,700
product query delta	2,700
product query epsilon	2,200
product query zeta	2,000
product query eta	1,900
category term	1,700
brand keyword three	1,700
product query theta	1,700
product query iota	1,700
product query kappa	1,700
product query lambda	1,600
product query mu	1,600
product query nu	1,600
product query xi	1,500
product query omicron	1,500
product query pi	1,500
product query rho	1,500
product query sigma	1,500
product query tau	1,500
generic term gamma	1,400
product query upsilon	1,400
product query phi	1,400
generic term delta	1,300
product benefits query	1,300
product query chi	1,300
Grand total	750,000

 Guide

Here, "queries" refer to the search terms or keywords that users type into Google Search, which result in impressions and clicks for the website.

Sales Campaigns — Meta

Campaign name	Results	CTR	Hook	Hold	CPM	Spent
Campaign — Scaling 01	210	2.89%	86.6%	4.71%	90.6	170K
Campaign — Creator 02	73	1.55%	83.9%	2.48%	100.8	82K
Campaign — Purchase CBO	100	1.95%	110.3%	4.82%	120.7	75K
Campaign — Scaling 03	48	1.57%	85.5%	3.60%	108.2	41K
Campaign — VSL Test	27	1.82%	100.4%	0.37%	111.2	27K
Campaign — Product A	16	2.54%	73.8%	4.68%	201.5	22K
Campaign — Product B	11	1.26%	87.0%	5.29%	96.3	22K
Campaign — Sales ABO	35	1.46%	140.3%	0.52%	135.8	21K
Campaign — BOFU	11	2.18%	340.0%	0.01%	98.7	14K
Campaign — Spray Sales	18	1.38%	—	—	43.8	7K
Grand total	590	1.5%	—	5.33%	68.4	540K

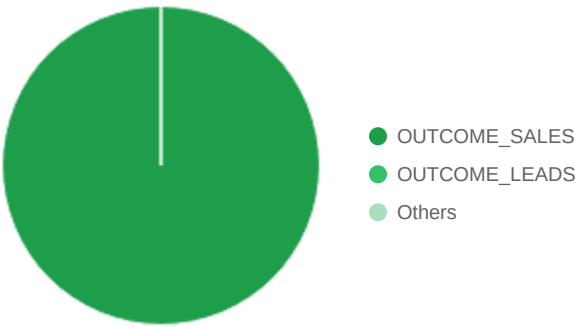
Guide

This section includes performance data imported from Google Ads and Meta Ads, providing a unified view of paid advertising activity across platforms.

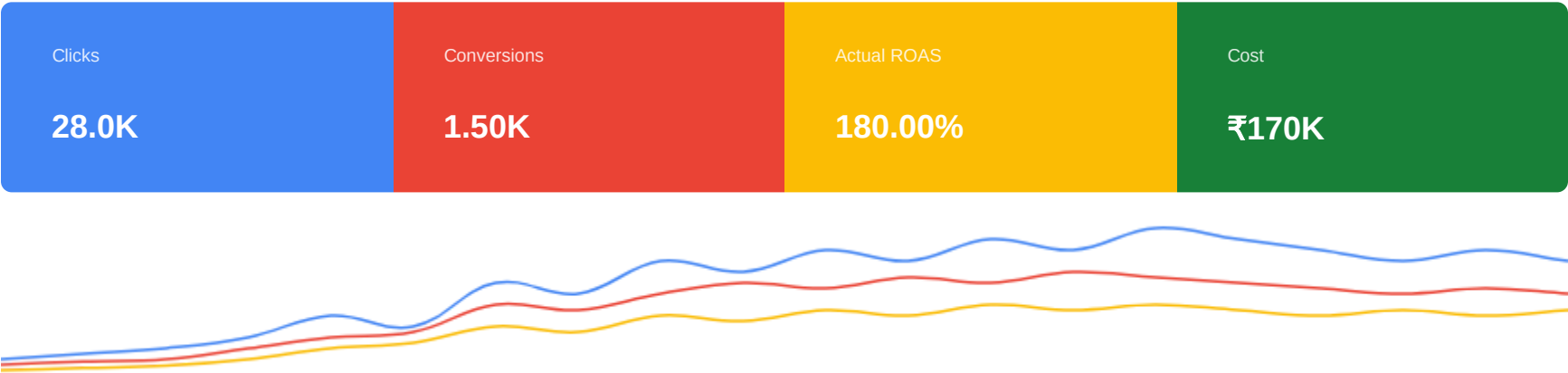
Amount Spent Over Time



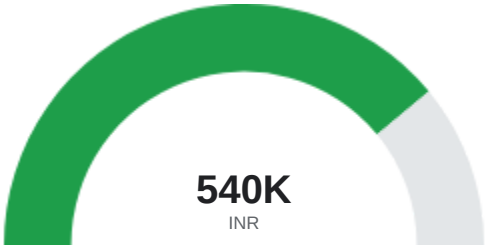
Sales vs Dr. Visit Conversions



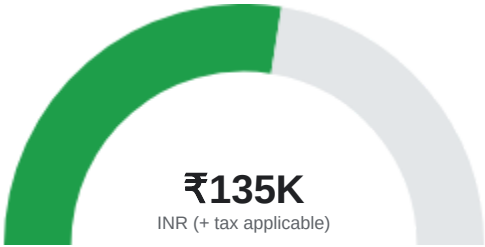
Google Ads Overview — All Ads



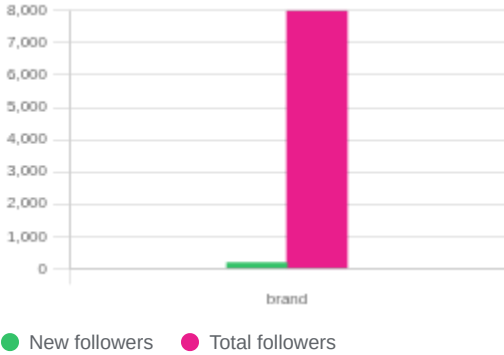
Total Spend (META)



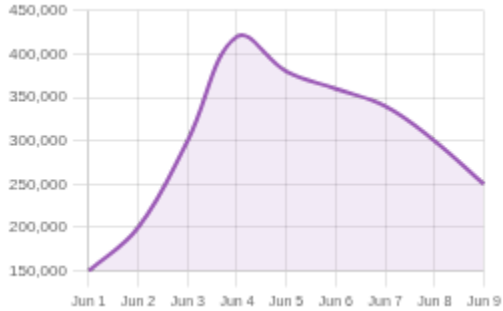
Total Spend (GOOGLE)



Instagram Followers



IG Profile Impressions



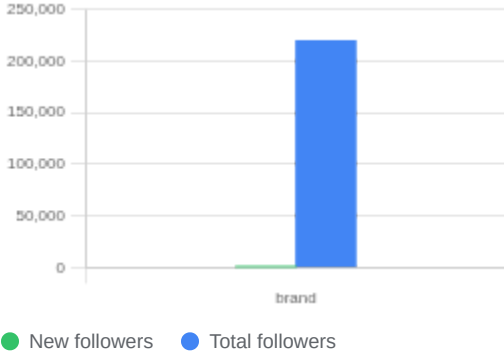
Guide

This section presents key Instagram insights, highlighting reach, engagement, and audience behavior to evaluate content performance.

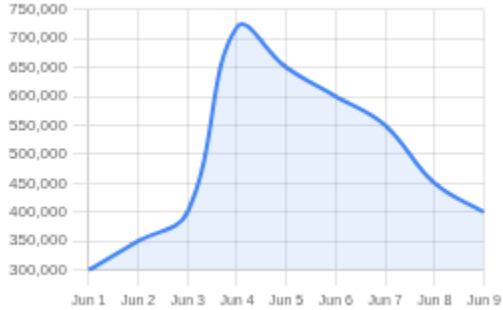
Instagram Performance

Date (ISO Week)	Posts	New followers	Post impressions	Profile impressions	Post saves
Week 1	2	400	1,100	1,400,000	1
Week 2	—	360	—	2,150,000	—
Week 3	1	0	490	330,000	0

Facebook Followers



FB Page Impressions



Guide

This section presents key Facebook insights, highlighting reach, engagement, and audience behavior to evaluate overall performance.