

Channel ▼ Device ▼ Mar 14, 2022 - Oct 28, 2022 ▼

## Users & Sessions

by Users, Sessions & Avg. Sessions Duration

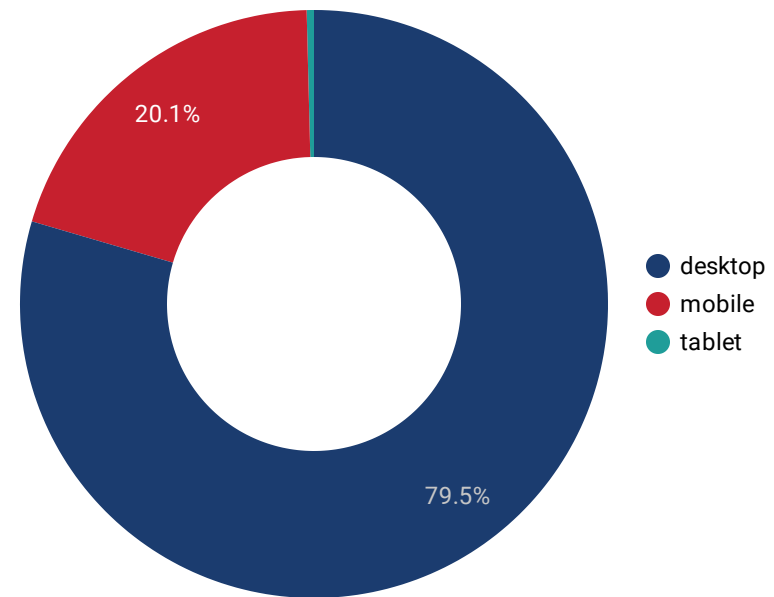
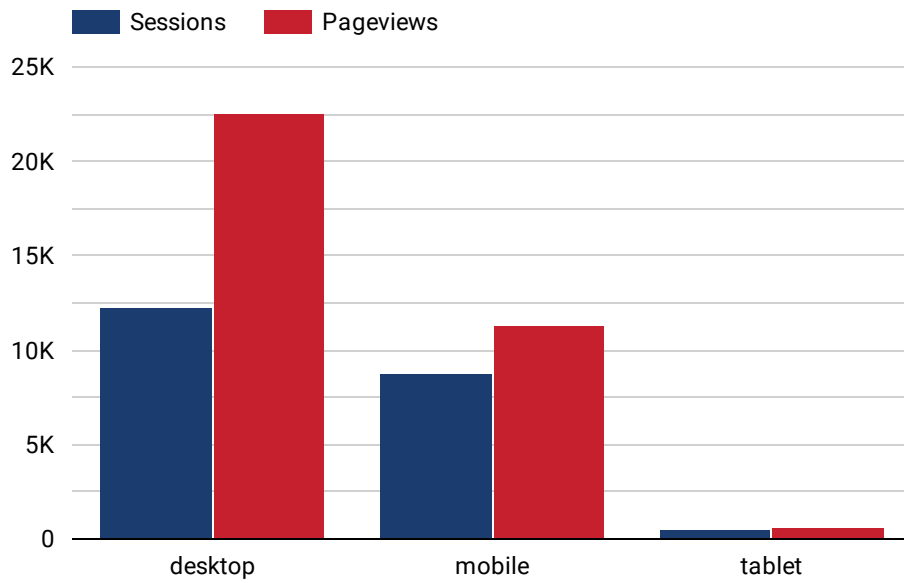
Users <b>17.0K</b> ↑ 57.3%	New Users <b>16.8K</b> ↑ 55.9%	Sessions <b>21.6K</b> ↑ 46.0%	Sessions per User <b>1.3</b> ↓ -7.2%
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## Site Health

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

Bounce Rate <b>74.2%</b> ↑ 12.3%	Avg. Session Duration <b>01:02</b> ↓ -12.5%	Avg. Page Load Time (sec) <b>3.9</b> ↑ 23.8%
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## Device Performance

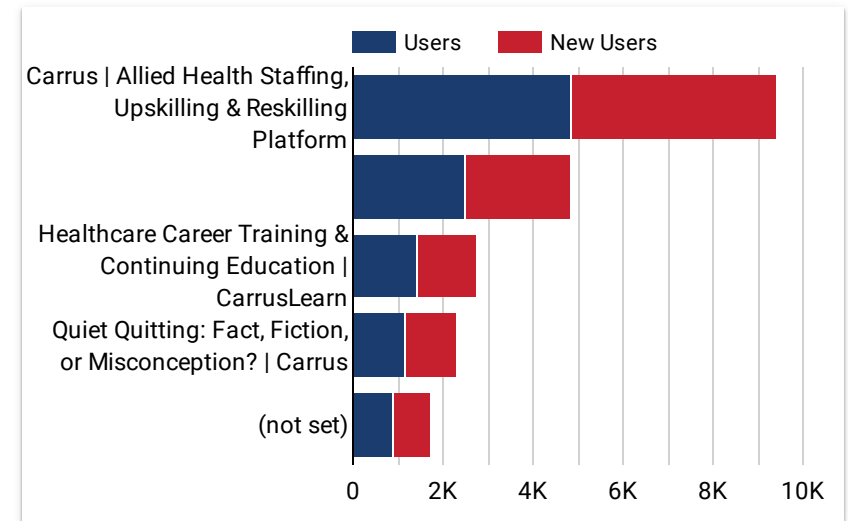


## Top Visited Pages

Page Title	Sessions	Pageviews	Unique Pageviews	Avg. Time on Page
Carrus   Allied Health Staffing, Upskilling & Reskilling Platform	6,262	7,726	6,478	00:01:58
Healthcare Career Training & Continuing Education   Carrus	3,186	4,087	3,270	00:02:00
Healthcare Career Training & Continuing Education   CarrusLearn	1,836	2,164	1,873	00:01:35
Quiet Quitting: Fact, Fiction, or Misconception?   Carrus	1,198	1,277	1,233	00:02:50
<b>Grand total</b>	<b>21,647</b>	<b>34,595</b>	<b>28,665</b>	<b>00:01:44</b>

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## Pages by User Type



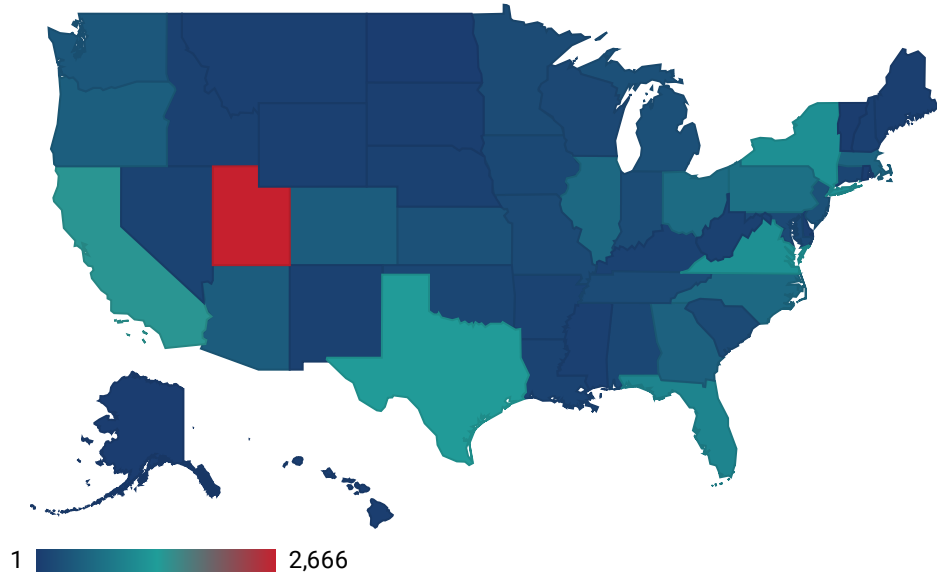
## Top Landing Pages

Landing Page	Users	% Δ	Bounce Rate
/	8,720	8.4% ↑	62.54%
/newsroom/hiring-is-harder-today-than-ever-before/	459	-	90.19%
/jobs/	355	-65.0% ↓	90.25%
/newsroom/online-infection-prevention-training-free-from-carrus/	288	-	86.67%
/newsroom/healthcare-talent-retention-strategies-list/?uid=soc_linkedin_post_blog_082422talentretention	287	-	97.06%
<b>Grand total</b>	<b>17,008</b>	<b>57.3% ↑</b>	<b>74.23%</b>

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### Sessions and Users by State

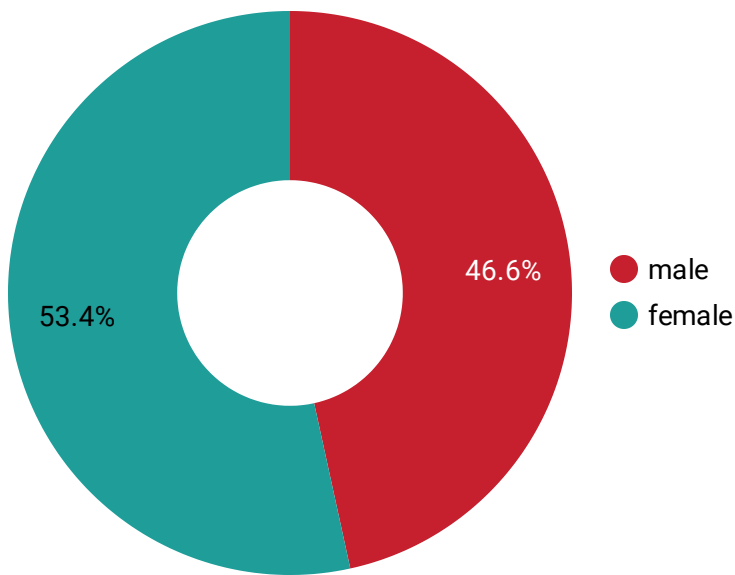


### Sessions and Users by City

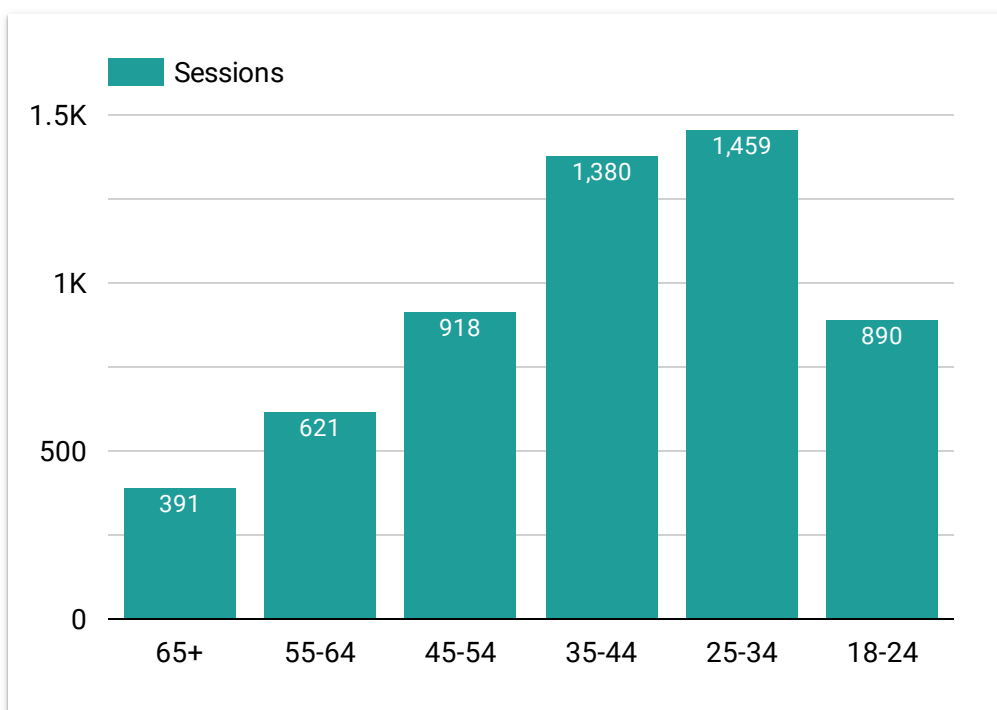
Metro	Sessions	Pageviews
(not set)	4,598	6,583
Salt Lake City UT	2,583	6,066
New York, NY	1,119	1,737
Washington DC (Hagerstown MD)	1,095	1,233
Chicago IL	563	837
Los Angeles CA	514	738
Boston MA-Manchester NH	513	1,012
Portland OR	463	489
Dallas-Ft. Worth TX	461	723
Denver CO	411	656
Phoenix AZ	399	536
Houston TX	389	1,931
Philadelphia PA	376	543
Atlanta GA	361	562
San Francisco-Oakland-San Jose...	317	474
Columbus OH	267	291
Seattle-Tacoma WA	253	387
Raleigh-Durham (Fayetteville) NC	250	391
Tulsa OK	233	257
Charlotte NC	197	269
<b>Grand total</b>	<b>21,647</b>	<b>34,595</b>

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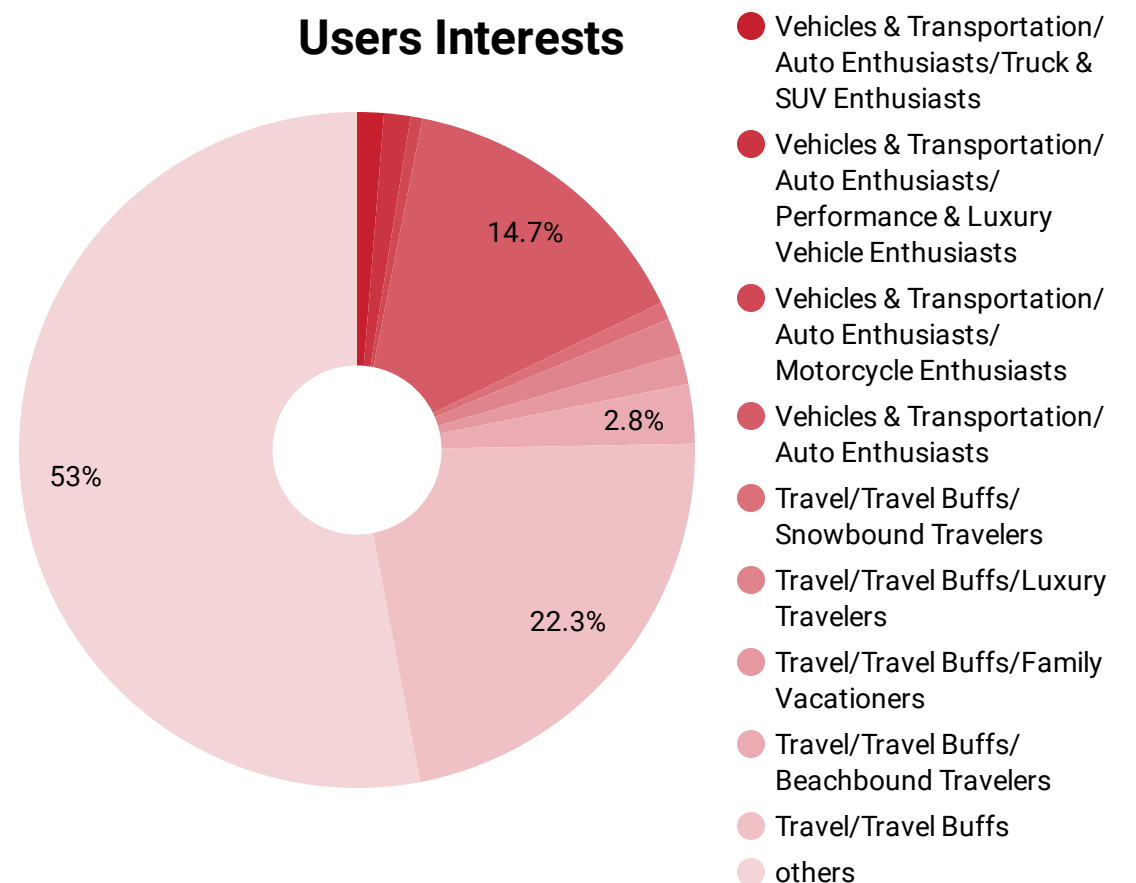
### Users by Sex



### Users by Age



### Users Interests



Channel ▼ Device ▼ **Insights**  
Mar 14, 2022 - Oct 28, 2022 ▼

### Top Acquisition Channels

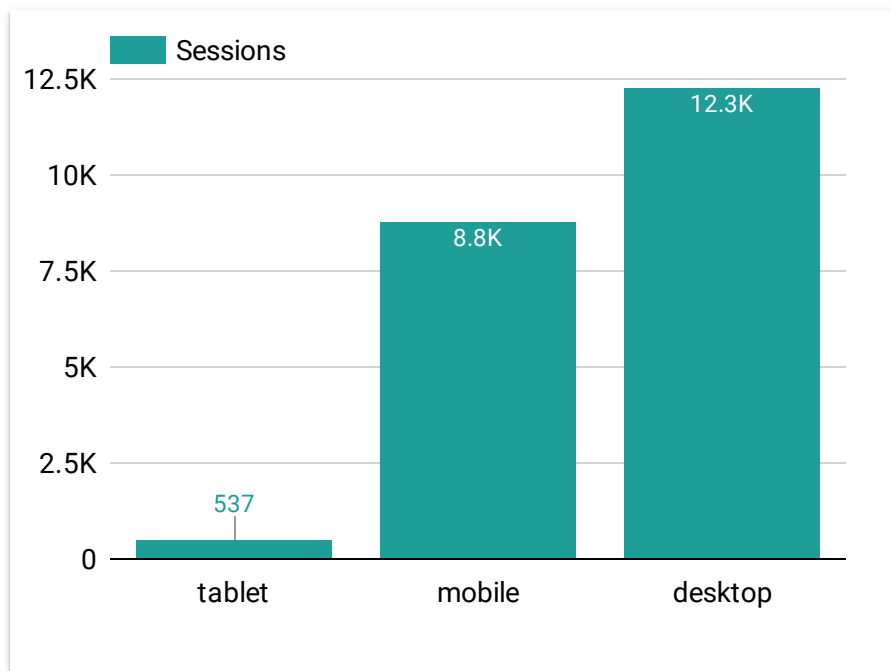
Acquisition Channel	Sessions <span>▼</span>
Direct	7,799
Social	5,977
Organic Search	5,696
Referral	1,314
Email	54
<b>Grand total</b>	<b>21,647</b>

### User Source

Source / Medium <span>▼</span>	Sessions	% New Sessions	Bounce Rate
zoominfo.com / referral	4	100%	75%
zi.lightning.force.com / referral	4	75%	100%
za.indeed.com / referral	1	0%	0%
yelp.com / referral	1	100%	0%
yahoo / organic	55	76%	60%
www-theladders-com.cdn.ampproject.org / referral	1	100%	100%
www-military-com.cdn.ampproject.org / referral	11	100%	82%
www-firstcoastnews-com.cdn.ampproject.org / referral	1	100%	100%
workwithoutapplause.com / referral	6	50%	50%
webmail.wmh.org / referral	1	100%	100%
webmail.arvig.net / referral	1	100%	0%
web-dat.factset.io / referral	1	100%	0%
wblair.lightning.force.com / referral	2	50%	50%
wa98101.lightning.force.com / referral	1	100%	100%
virtualvocations.com / referral	3	100%	33%
vidyard.lightning.force.com / referral	1	100%	100%
verkada.lightning.force.com / referral	2	100%	50%
vanta.lightning.force.com / referral	2	50%	100%
valsoft.lightning.force.com / referral	1	100%	0%
usveteransmagazine.com / referral	51	86%	75%
<b>Grand total</b>	<b>21,647</b>	<b>77%</b>	<b>74%</b>

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### Users by Device

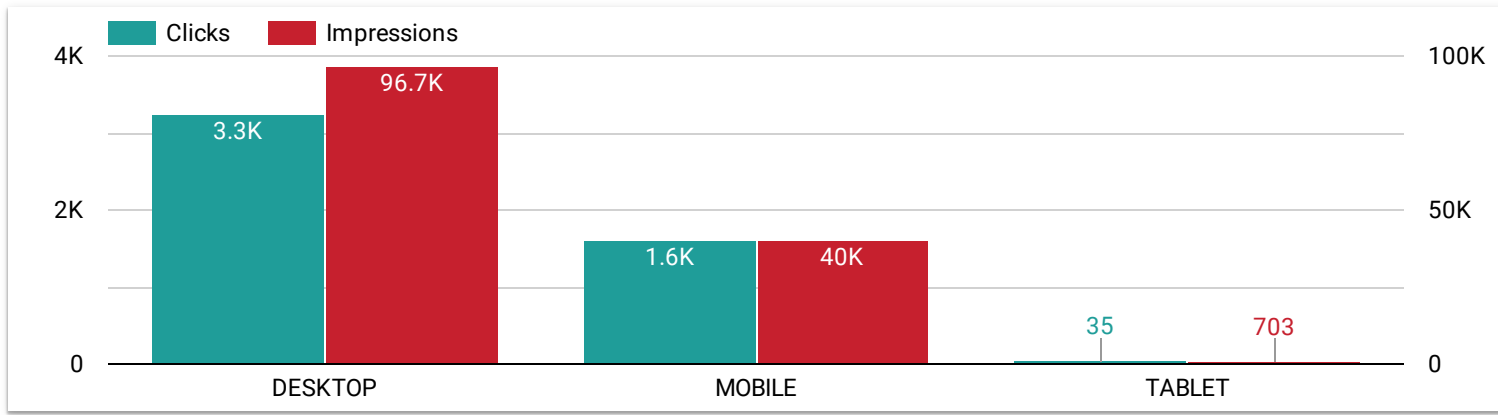


### Avg. Load Times and Bounce Rate by Page

Page Title	Avg Load Time <span>▼</span>	Bounce Rate
Contact Carrus	20.77	48.15%
Contact Carrus   (866) 470-0579	10.99	83.03%
Medical Reskilling Increases Retention Rates   Carrus	8.93	90.91%
Skills Development   CarrusLearn	8.87	95.15%
Join Our Team   CarrusLearn	8.37	86.76%
Solutions   CarrusLearn	7.09	79.63%
Healthcare Upskilling & Reskilling   Skills Training - Carrus	5.79	88.86%
Page not found   CarrusLearn	5.74	90.3%
Medical Reskilling Increases Retention Rates in Healthcare   Carrus	5.67	93.38%
CVS Health Externship Program Expanded   Carrus	5.34	100%
<b>Grand total</b>	<b>3.92</b>	<b>74.23%</b>

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Query  Channel  Device  Mar 14, 2022 - Oct 28, 2022



Clicks  
**4.9K**  
↓ -13.1%

Site CTR  
**3.6%**  
↓ -40.3%

Impressions  
**137.5K**  
↑ 45.6%

Average Position  
**37.73**  
↑ 13.3%

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

Query  Contains

Query	Clicks	% Δ	Impressions	% Δ	Site CTR	% Δ	Average Position	% Δ
carrus	2,317	-21.9% ↓	16,967	-8.3% ↓	13.66%	-14.8% ↓	3.95	-10.7% ↓
carrus learn	352	-10.7% ↓	908	47.2% ↑	38.77%	-39.3% ↓	1	0.4% ↑
carruslearn	125	-20.4% ↓	193	-9.0% ↓	64.77%	-12.5% ↓	1.02	1.1% ↑
carrus learning	112	-36.7% ↓	210	-30.5% ↓	53.33%	-9.0% ↓	1.05	4.4% ↑
carrus lehi	92	-47.7% ↓	657	14.3% ↑	14%	-54.3% ↓	1.14	-28.2% ↓
infection control certification online free	85	123.7% ↑	3,965	94.4% ↑	2.14%	15.1% ↑	8.02	-26.5% ↓
carrus careers	68	-6.8% ↓	222	-40.0% ↓	30.63%	55.3% ↑	3.52	-11.0% ↓
carrus utah	46	-38.7% ↓	487	97.2% ↑	9.45%	-68.9% ↓	1.04	-26.5% ↓
carrus education	43	-38.6% ↓	343	-6.3% ↓	12.54%	-34.5% ↓	3.85	-19.1% ↓
carrus jobs	41	-46.1% ↓	242	-43.5% ↓	16.94%	-4.6% ↓	4.98	-6.8% ↓
<b>Grand total</b>	<b>4,903</b>	<b>-13.1% ↓</b>	<b>137,462</b>	<b>45.6% ↑</b>	<b>3.57%</b>	<b>-40.3% ↓</b>	<b>37.73</b>	<b>13.3% ↑</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/	3,736	-12.8% ↓	53,348	3.4% ↑	7%	-15.7% ↓
https://www.carruslearn.com/newsroom/online-infection-prevention-training-free-from-carrus/	278	-	26,485	-	1.05%	-
https://www.carruslearn.com/jobs/	195	-58.8% ↓	6,550	-67.8% ↓	2.98%	28.2% ↑
https://www.carruslearn.com/who-we-are/	107	-66.2% ↓	7,682	-68.7% ↓	1.39%	7.7% ↑
https://www.carruslearn.com/newsroom/online-infection-prevention-training-available-free-from-carrus/	67	-	5,708	-	1.17%	-
https://www.carruslearn.com/newsroom/online-infection-prevention-training-available-for-free-from-carrus/	61	-60.9% ↓	6,834	-63.1% ↓	0.89%	5.9% ↑
https://www.carruslearn.com/who-we-are/contact/	48	-43.5% ↓	4,123	-71.8% ↓	1.16%	100.5% ↑
https://www.carruslearn.com/solutions/	41	-	10,910	-	0.38%	-
http://www.carruslearn.com/	32	-64.8% ↓	2,713	-58.1% ↓	1.18%	-16.0% ↓
https://www.carruslearn.com/request-info/	31	-	10,916	-	0.28%	-
<b>Grand total</b>	<b>4,985</b>	<b>-13.0% ↓</b>	<b>209,268</b>	<b>13.5% ↑</b>	<b>2.38%</b>	<b>-23.4% ↓</b>

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Channel ▼ Device ▼ **Explorer**  
Mar 14, 2022 - Oct 28, 2022 ▼

Landing Page	Impressions <span>▼</span>
https://www.carruslearn.com/	53,348 
https://www.carruslearn.com/newsroom/online-infection-prevention-training-free-from-carrus/	26,485 
https://www.carruslearn.com/request-info/	10,916 
https://www.carruslearn.com/solutions/	10,910 
https://www.carruslearn.com/who-we-are/	7,682 
<b>Grand total</b>	<b>209,268</b>

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### Filters

Query Equals ▼

Landing Page Equals ▼

Query	# of Pages <span>▼</span>
careercert	31
carrus learn	31
carrus education	30
carrus	30
carruslearn	23
<b>Grand total</b>	<b>108</b>

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### Queries by Impressions & Page

Query	Landing Page <span>🔍</span> <span>▼</span>	Impressions <span>🔍</span> <span>▼</span>	Clicks	URL CTR
carrus	https://www.carruslearn.com/	16,826	2,231	13.26%
carrus	https://www.carruslearn.com/request-info/	6,198	0	0%
carrus	https://www.carruslearn.com/solutions/	6,175	2	0.03%
carrus	https://www.carruslearn.com/jobs/	4,428	38	0.86%
carrus	https://www.carruslearn.com/who-we-are/	4,272	22	0.51%
carrus	https://www.carruslearn.com/about-us/	3,993	1	0.03%
carrus	https://www.carruslearn.com/newsroom/	3,669	1	0.03%
infection control certification online free	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	2,649	61	2.3%
carrus	https://www.carruslearn.com/who-we-are/contact/	2,251	4	0.18%
skills based hiring	https://www.carruslearn.com/newsroom/skills-based-hiring-why-it-works/	2,133	0	0%
carrus	http://www.carruslearn.com/	2,127	24	1.13%
carrus	https://www.carruslearn.com/resources/	2,031	0	0%
carrus	https://www.carruslearn.com/who-we-are/values/	1,384	0	0%
carrus health	https://www.carruslearn.com/	1,145	12	1.05%
upskilling and reskilling	https://www.carruslearn.com/newsroom/upskilling-reskilling-differences-inf...	1,126	0	0%
upskilling definition	https://www.carruslearn.com/newsroom/what-is-medical-upskilling-why-is...	1,015	0	0%
infection control certification online	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	1,008	0	0%
career step	https://www.carruslearn.com/newsroom/careerstep-repositions-as-carrus/	995	0	0%
carrus learn	https://www.carruslearn.com/	893	308	34.49%
carrus	https://www.carruslearn.com/partners/	866	0	0%
<b>Grand total</b>		<b>209,268</b>	<b>4,985</b>	<b>2.38%</b>

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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	580
emails.careerstep.com	360
careerstep.com	305
l.facebook.com	235
m.facebook.com	206
app.asana.com	164
indeed.com	146
mail.google.com	64
facebook.com	58
revelstokecapital.com	52
<b>Grand total</b>	<b>3,058</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
/solutions/training/?uid=soc_linkedin_post_meme_082222skillsdevelop...	315
/newsroom/healthcare-talent-retention-strategies-list/?uid=soc_linkedin_...	315
/newsroom/quiet-quitting-fact-fiction-or-misconception/?uid=soc_linkedi...	288
/skills-development/?uid=soc_linkedin_post_infographic_091422skillimp...	218
/?uid=soc_instagram_ad_traffic_052622homepage	184
/solutions/training/?uid=soc_facebook_ad_traffic_052622skillsdevelop...	164
/?p=792&preview=true	130
/newsroom/medical-reskilling-increases-retention-rates/?uid=soc_linkedi...	119
/solutions/?uid=soc_linkedin_post_image_081022solutions	113
/?p=935&preview=true	94
<b>Grand total</b>	<b>6,663</b>

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**Striking Distance Keywords & CTR Optimization**

Query	Clicks	Impressions	Avg Rank	Site CTR
"careerstep"	0	2	11	0%
talent wars	0	2	11	0%
cardrus	0	2	11	0%
hr training	0	1	11	0%
negative connotation for quiet	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
<b>Grand total</b>	<b>2,917</b>	<b>2,407</b>	<b>00:01:33</b>

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