

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

Users & Sessions

by Users, Sessions & Avg. Sessions Duration

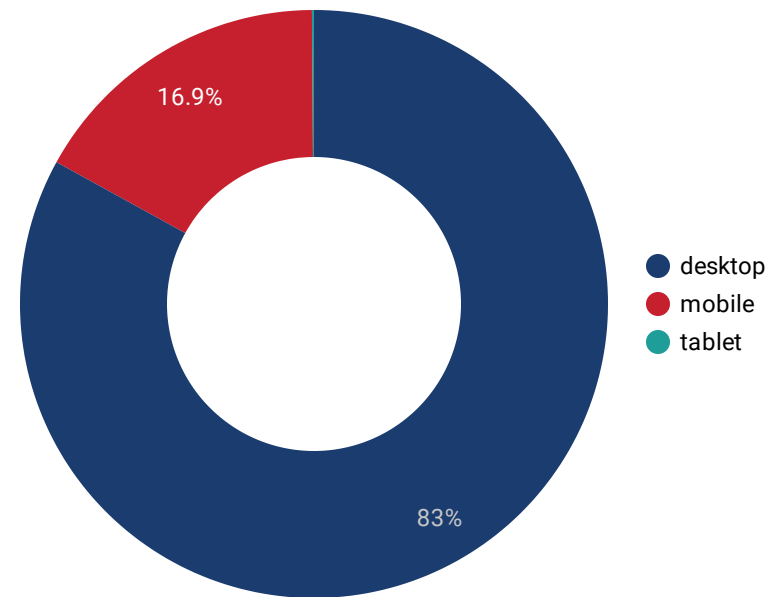
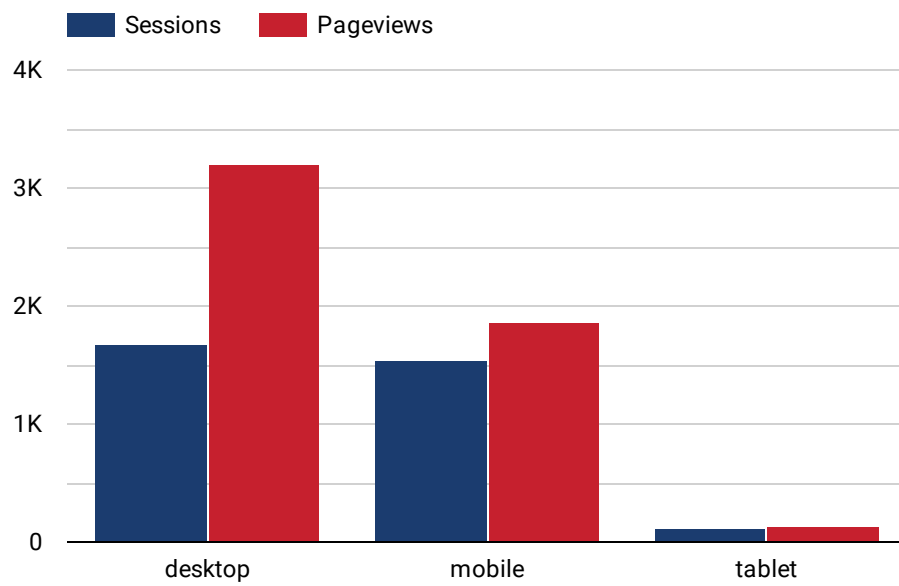
Users 2.7K ↑ 19.0%	New Users 2.6K ↑ 17.3%	Sessions 3.3K ↑ 22.1%	Sessions per User 1.2 ↑ 2.6%
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Site Health

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

Bounce Rate 79.3% ↑ 1.9%	Avg. Session Duration 01:00 ↑ 17.9%	Avg. Page Load Time (sec) 6.4 ↑ 18.8%
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Device Performance

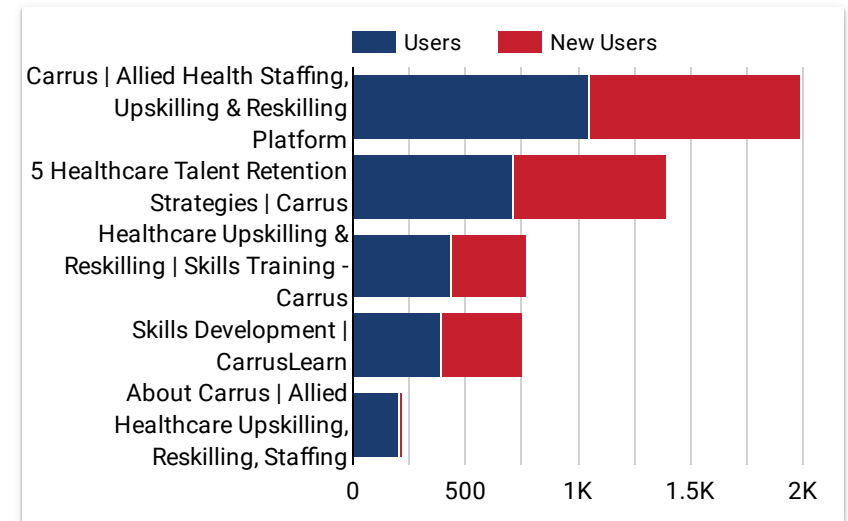


Top Visited Pages

Page Title	Sessions	Pageviews	Unique Pageviews	Avg. Time on Page
Carrus Allied Health Staffing, Upskilling & Reskilling Platform	1,371	1,709	1,422	00:01:44
5 Healthcare Talent Retention Strategies Carrus	765	810	775	00:02:46
Skills Development CarrusLearn	411	428	419	00:00:48
Healthcare Upskilling & Reskilling Skills Training - Carrus	352	521	478	00:01:52
Free Online Infection Prevention	66	81	69	00:04:23
Grand total	3,341	5,204	4,470	00:01:48

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Pages by User Type



Top Landing Pages

Landing Page

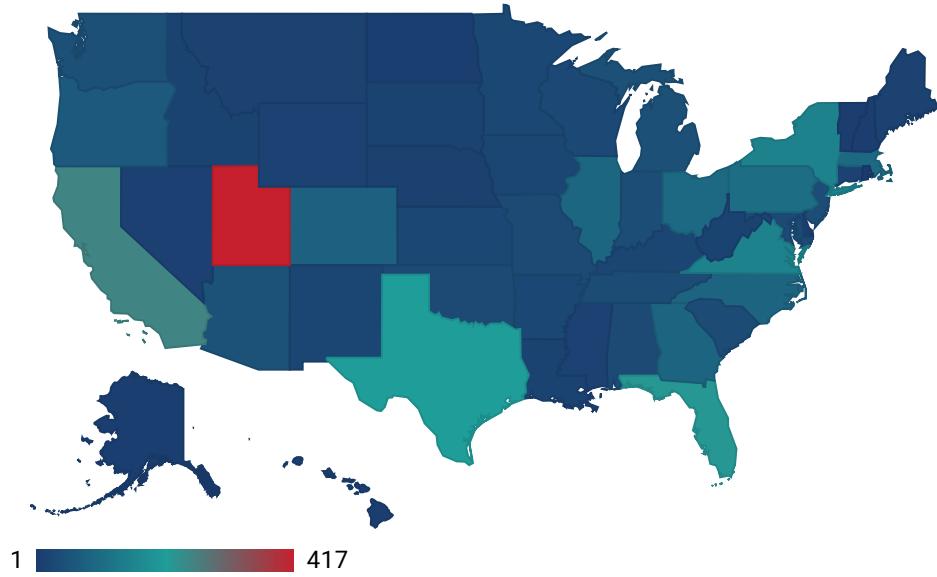
Contains ▼

Landing Page	Users	% Δ	Bounce Rate
/	1,010	0.7% ↑	62.47%
/newsroom/healthcare-talent-retention-strategies-list/?uid=soc_linkedin_post_blog_082422talentretention	287	-	97.05%
/solutions/training/?uid=soc_linkedin_post_meme_082222skillsdevelopment	280	9,233.3% ↑	94.1%
/skills-development/?uid=soc_linkedin_post_infographic_091422skillimprovement	197	-	97.64%
/newsroom/online-infection-prevention-training-free-from-carrus/	63	-1.6% ↓	83.33%
Grand total	2,721	19.0% ↑	79.29%

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Sessions and Users by State

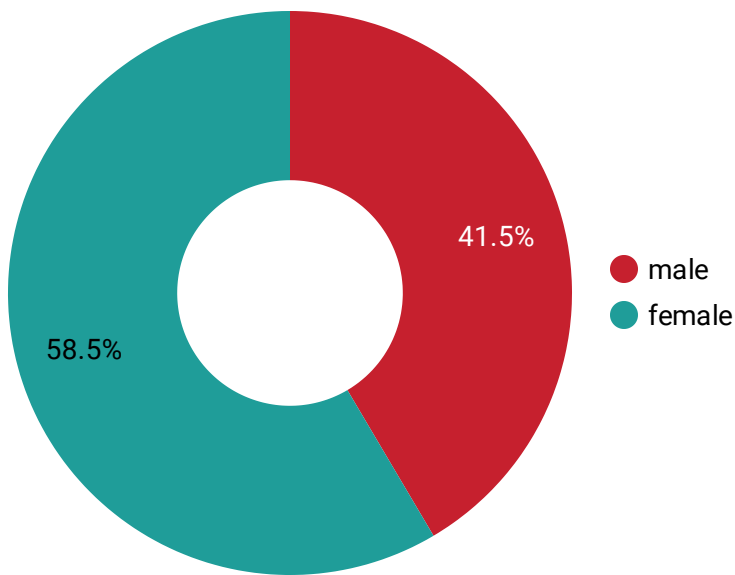


Sessions and Users by City

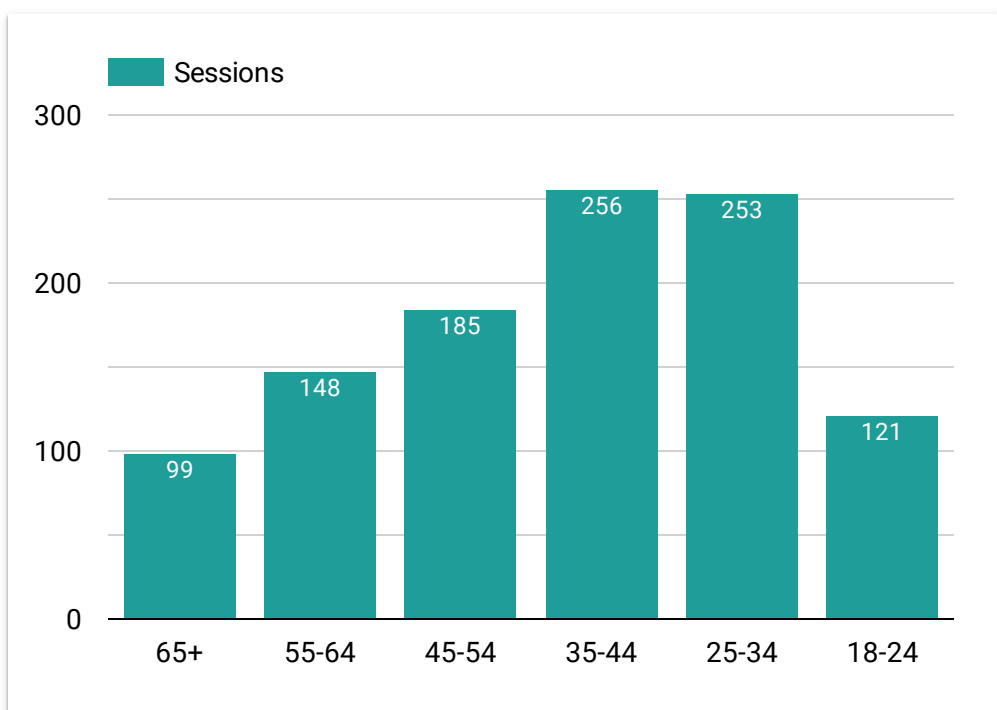
Metro	Sessions ▼	Pageviews
(not set)	744	955
Salt Lake City UT	413	1,056
Washington DC (Hagerstown MD)	142	157
New York, NY	126	165
Boston MA-Manchester NH	78	108
Denver CO	76	138
Dallas-Ft. Worth TX	75	108
Chicago IL	75	116
Houston TX	70	296
Los Angeles CA	67	85
Atlanta GA	65	96
Portland OR	61	67
Philadelphia PA	58	70
Columbus OH	51	53
Raleigh-Durham (Fayetteville) NC	43	56
Phoenix AZ	41	57
Tampa-St. Petersburg (Sarasota)...	40	74
Seattle-Tacoma WA	32	38
San Francisco-Oakland-San Jose...	30	53
West Palm Beach-Ft. Pierce FL	26	100
Grand total	3,341	5,204

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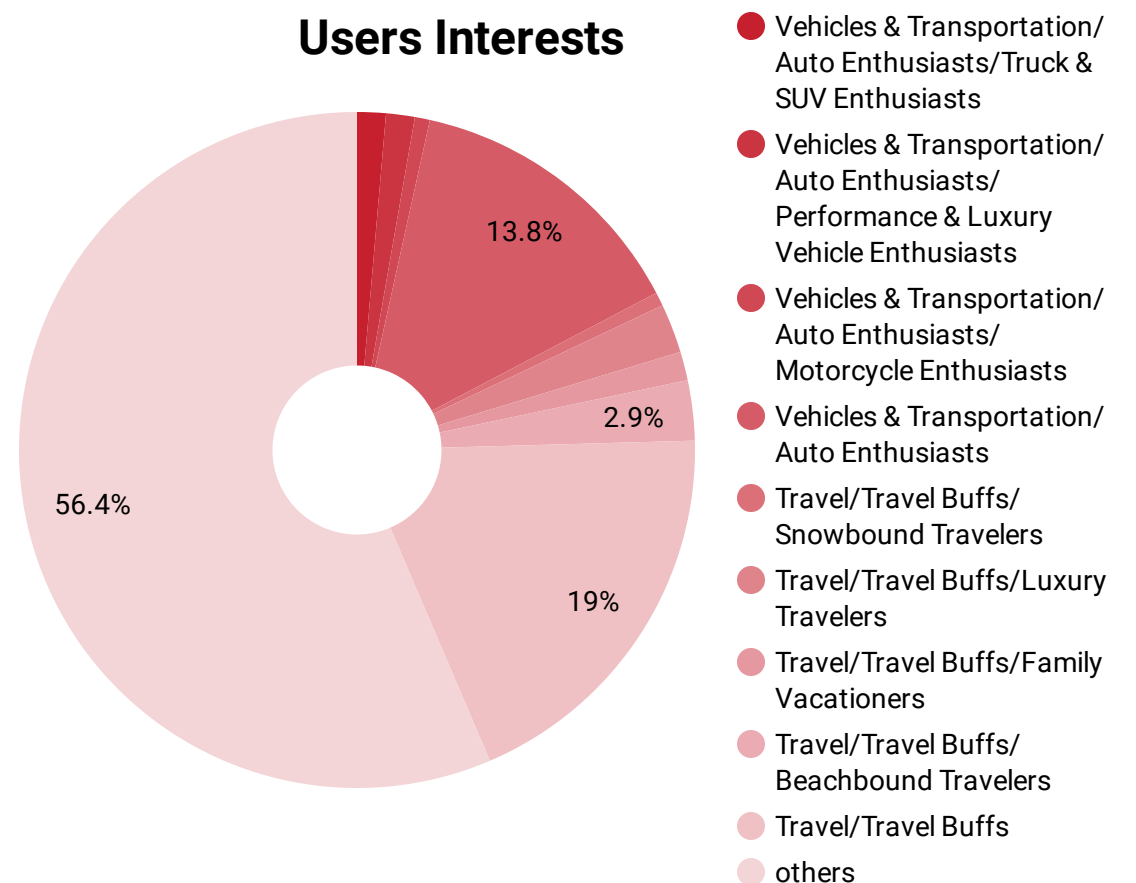
Users by Sex



Users by Age



Users Interests



Channel ▼ Device ▼ **Insights**
 Sep 1, 2022 - Sep 30, 2022 ▼

Top Acquisition Channels

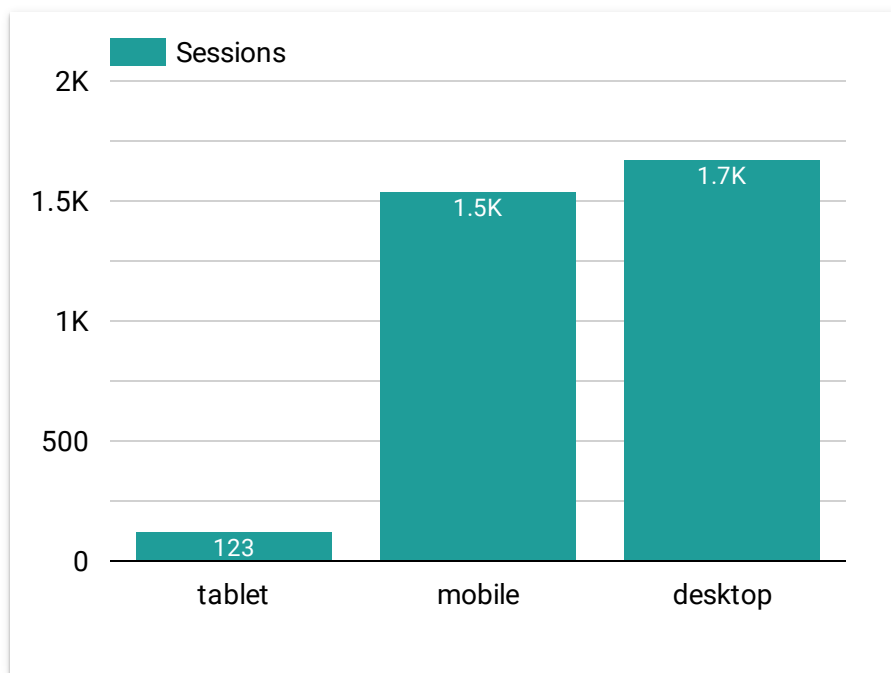
Acquisition Channel	Sessions ▼
Social	1,606
Organic Search	743
Direct	713
Referral	134
Email	11
Grand total	3,341

User Source

Source / Medium ▼	Sessions	% New Sessions	Bounce Rate
zoominfo.com / referral	1	100%	0%
zi.lightning.force.com / referral	1	100%	100%
yahoo / organic	4	75%	50%
www-firstcoastnews-com.cdn.ampproject.org / referral	1	100%	100%
vidyard.lightning.force.com / referral	1	100%	100%
vanta.lightning.force.com / referral	2	50%	100%
usveteransmagazine.com / referral	7	86%	71%
usc-word-edit.officeapps.live.com / referral	3	0%	0%
uintalabs.com / referral	3	0%	33%
stripe.lightning.force.com / referral	2	50%	100%
statics.teams.cdn.office.net / referral	1	0%	100%
stage.acls.com / referral	1	0%	0%
sourcescrub.com / referral	1	100%	100%
simplifi.lightning.force.com / referral	1	0%	0%
search.google.com / referral	11	0%	27%
search.aol.com / referral	1	100%	100%
revelstokecapital.com / referral	5	60%	60%
phoenix.edu / referral	1	100%	100%
na-sj38.marketodesigner.com / referral	9	0%	33%
mongodb.lightning.force.com / referral	1	100%	0%
Grand total	3,341	78%	79%

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Users by Device

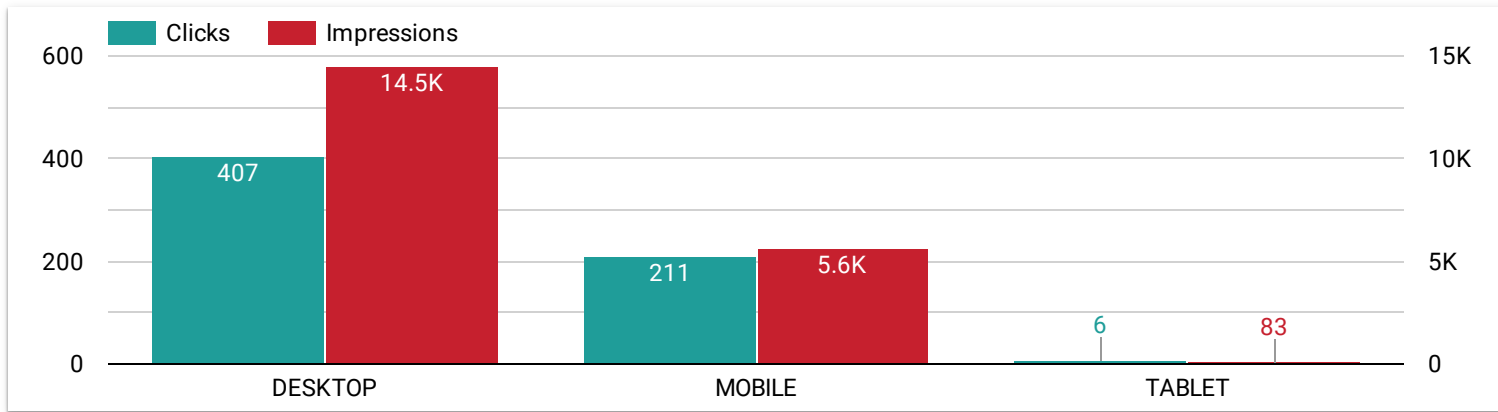


Avg. Load Times and Bounce Rate by Page

Page Title	Avg Load Time ▼	Bounce Rate
Contact Carrus	20.77	42.86%
Medical Reskilling Increases Retention Rates Carrus	8.93	75%
Skills Development CarrusLearn	8.87	96.59%
Carrus Allied Health Staffing, Upskilling & Reskilling Platform	8.85	63.09%
Healthcare Upskilling & Reskilling Skills Training - Carrus	5.79	93.47%
5 Healthcare Talent Retention Strategies Carrus	5.2	95.69%
Externship Programs Are Good for Business Carrus	4.03	87.5%
Carrus - Hiring and Staffing Allied Health Job Tech	3.3	0%
About Carrus Allied Healthcare Upskilling, Reskilling, Staffing	2.71	73.91%
Terms & Conditions Carrus	2.58	100%
Grand total	6.44	79.29%

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



Clicks

624.0

↑ 4.3%

Impressions

20.2K

↑ 5.1%

Site CTR

3.1%

↓ -0.7%

Average Position

39.91

↑ 6.4%

Clicks, Impressions & Average Position by Query/Keyword

Query Contains

Query	Clicks	% Δ	Impressions	% Δ	Site CTR	% Δ	Average Position	% Δ
carrus	289	-1.4% ↓	2,310	11.5% ↑	12.51%	-11.5% ↓	3.91	3.6% ↑
carrus learn	38	8.6% ↑	121	5.2% ↑	31.4%	3.2% ↑	1	0.0%
carrus lehi	16	77.8% ↑	93	12.0% ↑	17.2%	58.7% ↑	1.02	-1.4% ↓
carruslearn	12	71.4% ↑	13	-38.1% ↓	92.31%	176.9% ↑	1	0.0%
infection control certification online free	11	-42.1% ↓	526	-11.1% ↓	2.09%	-34.8% ↓	7.97	2.9% ↑
carrus learning	10	-33.3% ↓	22	-21.4% ↓	45.45%	-15.2% ↓	1	0.0%
carrus education	8	14.3% ↑	61	0.0%	13.11%	14.3% ↑	3.52	-3.6% ↓
carrus utah	7	0.0%	69	0.0%	10.14%	0.0%	1	0.0%
carrus jobs	6	200.0% ↑	30	-9.1% ↓	20%	230.0% ↑	4.27	0.6% ↑
infectious disease training online free	6	200.0% ↑	71	1.4% ↑	8.45%	195.8% ↑	7.31	-10.5% ↓
Grand total	624	4.3% ↑	20,203	5.1% ↑	3.09%	-0.7% ↓	39.91	6.4% ↑

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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/	491	2.7% ↑	6,249	4.7% ↑	7.86%	-1.9% ↓
https://www.carruslearn.com/newsroom/online-infection-prevention-training-free-from-carrus/	62	-1.6% ↓	5,552	-0.6% ↓	1.12%	-1.0% ↓
https://www.carruslearn.com/newsroom/what-is-medical-upskilling-why-is-it-important/	10	150.0% ↑	503	-23.4% ↓	1.99%	226.5% ↑
https://www.carruslearn.com/solutions/	7	0.0%	2,114	0.9% ↑	0.33%	-0.9% ↓
https://www.carruslearn.com/request-info/	5	25.0% ↑	2,061	-3.4% ↓	0.24%	29.4% ↑
https://www.carruslearn.com/newsroom/upskilling-reskilling-differences-infographic/	5	-	1,445	241.6% ↑	0.35%	-
https://www.carruslearn.com/newsroom/hiring-is-harder-today-than-ever-before/	5	400.0% ↑	244	293.5% ↑	2.05%	27.0% ↑
https://www.carruslearn.com/newsroom/careerstep-repositions-as-carrus/	5	-16.7% ↓	810	-8.9% ↓	0.62%	-8.5% ↓
https://www.carruslearn.com/newsroom/medical-reskilling-increases-retention-rates/	4	300.0% ↑	144	-22.6% ↓	2.78%	416.7% ↑
https://www.carruslearn.com/terms/	4	300.0% ↑	72	-37.9% ↓	5.56%	544.4% ↑
Grand total	626	4.0% ↑	28,451	2.4% ↑	2.2%	1.6% ↑

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

Landing Page	Impressions ▼
https://www.carruslearn.com/	6,249
https://www.carruslearn.com/newsroom/online-infection-prevention-training-free-from-carrus/	5,552
https://www.carruslearn.com/solutions/	2,114
https://www.carruslearn.com/request-info/	2,061
https://www.carruslearn.com/about-us/	1,912
Grand total	28,451

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Filters

Query Equals ▼

Landing Page Equals ▼

Query	# of Pages ▼
carrus learn	11
careercert	9
carrus education	7
carrus logo	7
carrus lehi	7
Grand total	44

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Queries by Impressions & Page

Query	Landing Page 🔗 ▼	Impressions 1 ▼	Clicks	URL CTR
carrus	https://www.carruslearn.com/	2,310	288	12.47%
carrus	https://www.carruslearn.com/solutions/	1,202	0	0%
carrus	https://www.carruslearn.com/request-info/	1,202	0	0%
carrus	https://www.carruslearn.com/about-us/	1,200	1	0.08%
carrus	https://www.carruslearn.com/resources/	919	0	0%
skills based hiring	https://www.carruslearn.com/newsroom/skills-based-hiring-why-it-works/	704	0	0%
infection control certification online free	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	526	11	2.09%
upskilling and reskilling	https://www.carruslearn.com/newsroom/upskilling-reskilling-differences-inf...	399	0	0%
carrus	https://www.carruslearn.com/newsroom/	281	0	0%
talent retention strategy	https://www.carruslearn.com/newsroom/healthcare-talent-retention-strate...	246	0	0%
career step	https://www.carruslearn.com/newsroom/careerstep-repositions-as-carrus/	227	0	0%
infection control certification online	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	195	0	0%
upskilling definition	https://www.carruslearn.com/newsroom/what-is-medical-upskilling-why-is...	190	0	0%
difference between reskilling and upskilling	https://www.carruslearn.com/newsroom/upskilling-reskilling-differences-inf...	179	0	0%
healthcare infographic	https://www.carruslearn.com/newsroom/healthcare-jobs-needs-increase-tu...	169	0	0%
upskilling and reskilling employees	https://www.carruslearn.com/newsroom/upskilling-reskilling-differences-inf...	165	0	0%
infection control certification online course	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	161	0	0%
infection control certification nys	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	157	0	0%
infection control course nys online	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	155	0	0%
nys infection control course	https://www.carruslearn.com/newsroom/online-infection-prevention-trainin...	149	0	0%
Grand total		28,451	626	2.2%

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Channel ▾

Device ▾

Sep 1, 2022 - Sep 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 ▾
l.facebook.com	130
linkedin.com	66
m.facebook.com	54
careerstep.com	37
app.asana.com	33
emails.careerstep.com	31
lm.facebook.com	14
facebook.com	13
indeed.com	12
search.google.com	11
Grand total	498

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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/healthcare-talent-retention-strategies-list/?uid=soc_linkedin_...	314
/solutions/training/?uid=soc_linkedin_post_meme_082222skillsdevelop...	312
/skills-development/?uid=soc_linkedin_post_infographic_091422skillimp...	217
/get-info/?nab=1	55
/request-info/?nab=0	22
/newsroom/healthcare-talent-retention-strategies-list/?uid=soc_faceboo...	16
/solutions/training/?uid=soc_facebook_post_meme_082222skillsdevelo...	13
/newsroom/healthcare-talent-retention-strategies-list/?uid=soc_faceboo...	5
/newsroom/true-impact-learning-development-programs/?uid=soc_linke...	4
/?s=	3
Grand total	1,799

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Striking Distance Keywords & CTR Optimization

Query	Clicks	Impressions ② ▾	Avg Rank ① ▲	Site CTR
free online course on infection prevention and control	0	27	11	0%
carrus penn foster	0	19	11	0%
infection prevention online course	0	1	11	0%
doctor signature copy and paste	0	1	11	0%
infection preventionist	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
Grand total	2,917	2,407	00:01:33

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