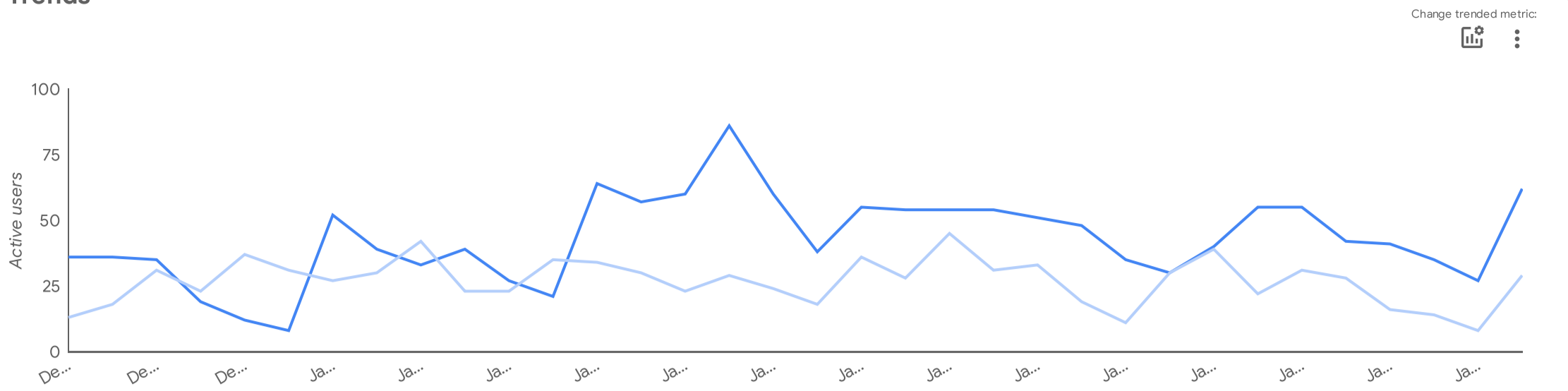


Summary

Active users 1.4K ↑ 61.7% vs. Prev Period	New users 1.4K ↑ 62.0%	New User % 98% ↑ 0.0%	Pct Engaged 43% ↓ -14.1%	Pageviews per User 1.7 ↓ -11.2%	Engagement Time 00:00:35 ↓ -31.1%
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Trends



Analytics | allplumbing.com

Try searching "Users overview"

Home

Users: 1.3K (↑ 72.2%) | Views: 2.2K (↑ 58.0%) | Event count: 6.4K (↑ 57.4%) | Sessions: 1.5K (↑ 68.3%)

View reports snapshot →

Analytics | allplumbing.com

Try searching "Users overview"

Home

Suggested for you

Sessions by Session default channel

SESSION DEFAULT CHANNEL	SESSIONS
Paid Search	693 ↑134.1%
Organic Search	518 ↑27.6%
Direct	244 ↑87.7%
Organic Social	49 ↑14.0%
Referral	10 ↑23.1%

Users by Country ID

COUNTRY	USERS
United States	1.2K ↑77.4%
Pakistan	34 ↑17.2%
India	24 ↑100.0%
Philippines	6 ↑200.0%
Germany	3 ↑200.0%
Indonesia	3 ↑200.0%
Bangladesh	2 ↑75.0%

Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Plumber Arlington V...	1.2K
Plumber Arlington V...	139 ↓82.7%
Contact All Plumbing...	236 ↑47.5%
Residential Plumbing...	132 ↑48.3%
Plumber Arlington V...	55 ↑5.8%
Specials & Coupons ...	63 ↑110.0%
Water Heaters Arlin...	36 ↑33.3%

HOW ARE ACTIVE USERS TRENDING?

Users by Country

COUNTRY	USERS
United States	1.2K
Pakistan	34
India	24
Philippines	6
Germany	3
Indonesia	3
Bangladesh	2

User activity over time

30 DAYS: 1.3K
7 DAYS: 310
1 DAY: 62

HOW WELL DO YOU RETAIN YOUR USERS?

User activity by cohort

	Week 0	Week 1	Week 2	Week 3	Week 4	Week 5
All Users	100.0%	1.1%	0.2%	0.2%	0.0%	0.0%

WHICH PAGES AND SCREENS GET THE MOST VIEWS?

PAGE TITLE AND SCREEN CLASS	VIEWS
Plumber Arlington VA All Plumbing Sewer...	1.2K
Contact All Plumbing Inc. Arlington VA	232
Residential Plumbing Arlington VA Plumb...	129
Plumber Arlington VA Sewer Line Repair ...	117
Specials & Coupons All Plumbing Inc.	62
Plumber Arlington VA Commercial Plumb...	54
Water Heaters Arlington VA	35

WHAT ARE YOUR TOP EVENTS?

EVENT NAME	EVENT COUNT
page_view	2.2K
session_start	1.5K
user_engagement	1.4K
first_visit	1.3K

Views: 2.2K | Event count: 6.3K

Event count by Event name

EVENT NAME	EVENT COUNT
page_view	2.2K
session_start	1.5K
user_engagement	1.4K
first_visit	1.3K

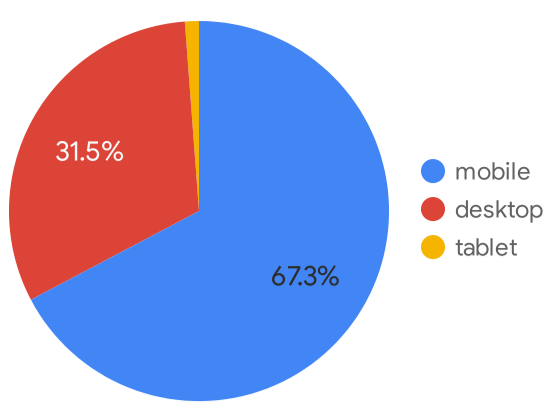
Views by Page title and screen class

PAGE TITLE AND SCREEN CLASS	VIEWS
Plumber Arlington VA All Plumbing Sewer...	1.2K
Contact All Plumbing Inc. Arlington VA	232
Residential Plumbing Arlington VA Plumb...	129
Plumber Arlington VA Sewer Line Repair ...	117
Specials & Coupons All Plumbing Inc.	62
Plumber Arlington VA Commercial Plumb...	54
Water Heaters Arlington VA	35

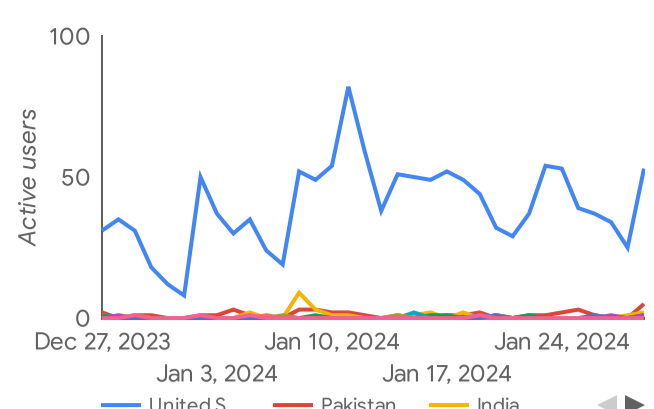
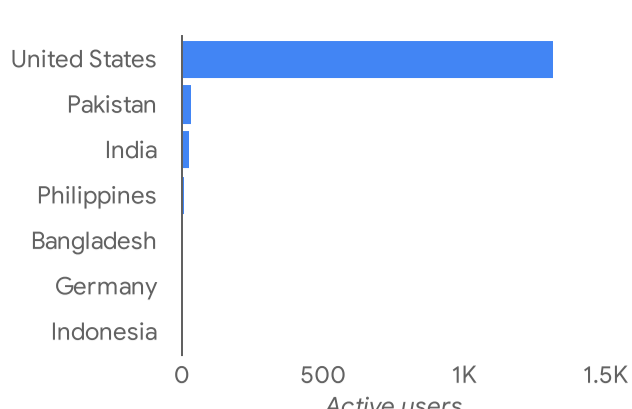
User activity over time

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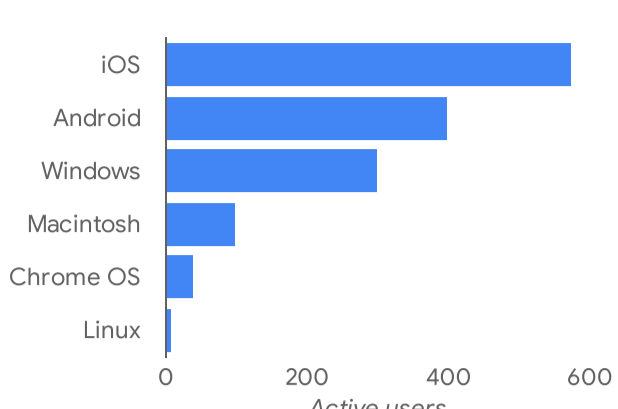
Device Category



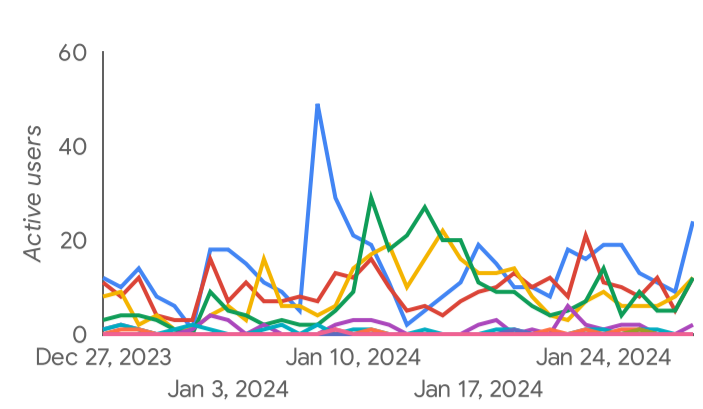
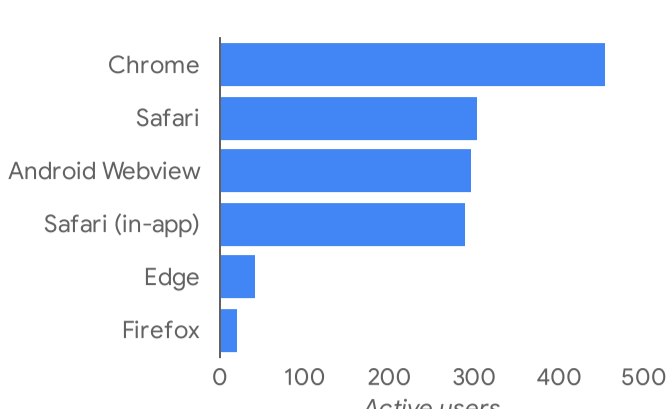
Top Countries



Operating System

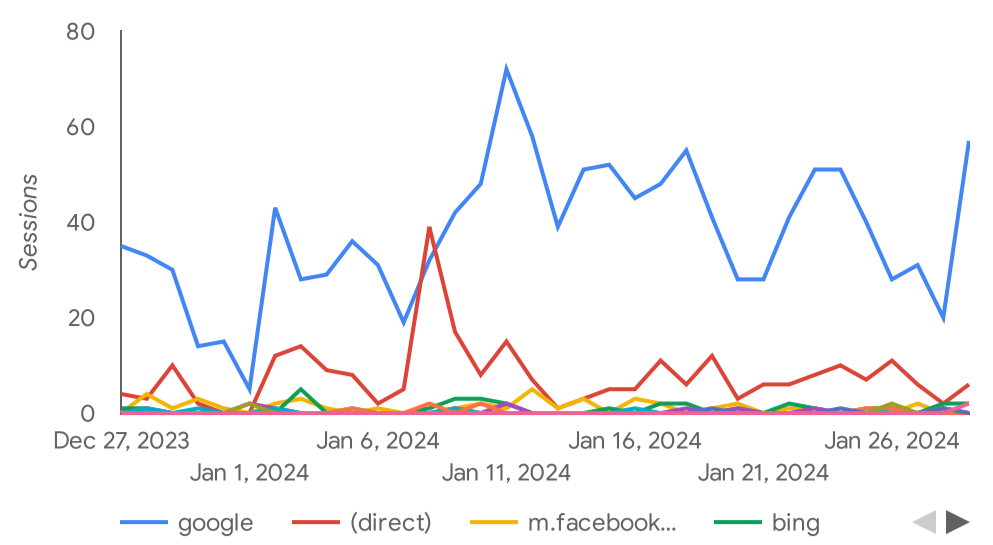


Browser



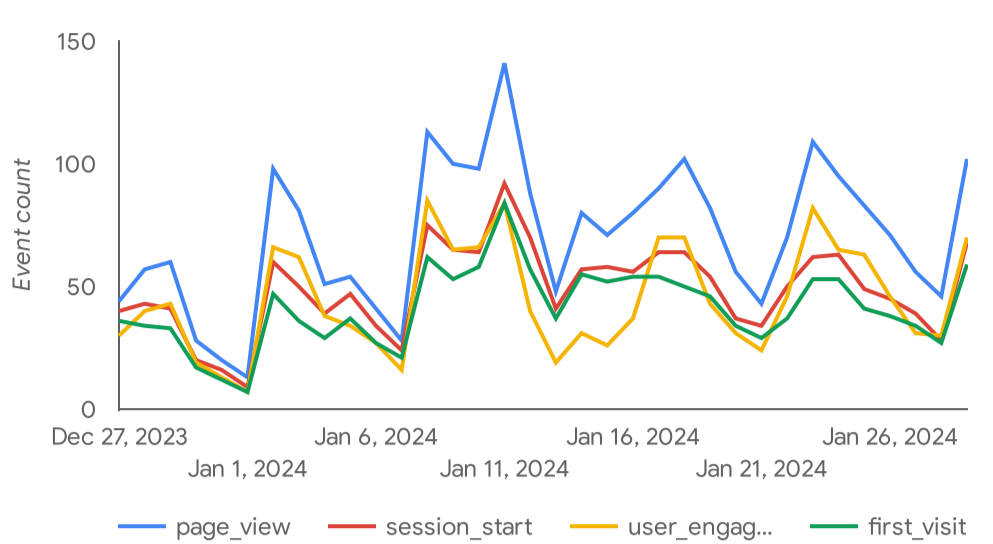
Top Traffic Sources

Session source	Session medium	Sessions	% Sessions
google	cpc	756	45.6%
google	organic	518	31.2%
(direct)	(none)	263	15.9%
m.facebook.com	referral	41	2.5%
bing	organic	31	1.9%
duckduckgo	organic	11	0.7%
yahoo	organic	7	0.4%
facebook.com	referral	7	0.4%
l.facebook.com	referral	5	0.3%



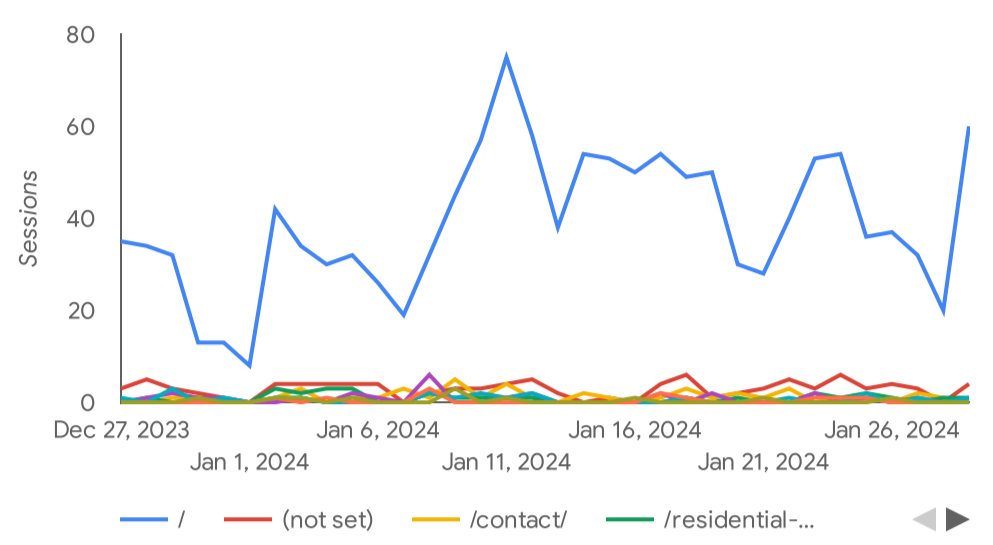
Top Events

Event name	Event count	% Events	Active users
page_view	2,399	34.4%	1,422
session_start	1,658	23.8%	1,423
user_engagement	1,519	21.8%	764
first_visit	1,403	20.1%	1,403



Landing Pages

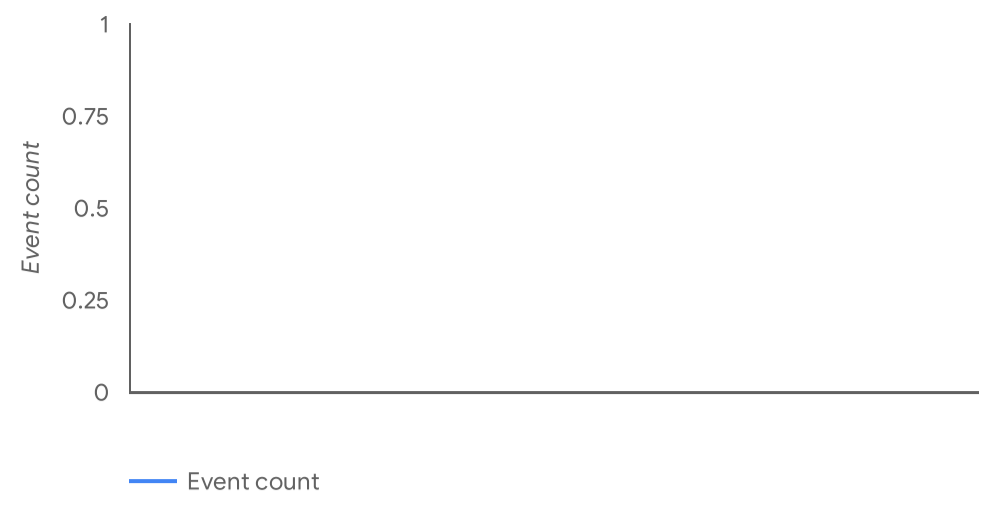
Landing page + query string	Sessions	% Sessions	Bounce rate
/	1,322	80%	55.9%
(not set)	98	6%	99.0%
/contact/	42	3%	54.8%
/residential-plumbing/	28	2%	42.9%
/specials-and-coupons/	26	2%	46.2%
/meet-our-team/	21	1%	28.6%
/water-heaters/	11	1%	45.5%
/main-line-repair-and-replacement/	11	1%	54.5%
/careers/	10	1%	40.0%



Conversions

Event name	Conversions	% Conversions	Active users
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No data



Top Pages

Page path	Views	% Views	Active users
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/	1,497	62.4%	1,251
/contact/	254	10.6%	205
/residential-plumbing/	146	6.1%	131
/specials-and-coupons/	69	2.9%	58
/meet-our-team/	62	2.6%	52
/water-heaters/	39	1.6%	33
/main-line-repair-and-replacement/	34	1.4%	29
/company-background/	33	1.4%	32
/commercial-plumbing/	22	0.9%	22

