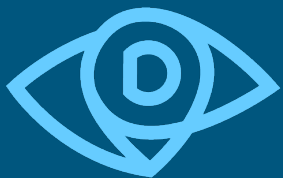


GOOGLE ANALYTICS

# Sample Monthly Report

---

Enclosed is a low-resolution sample report. Some data has been obscured to anonymize the data. Reports can be customized with the data you find useful.



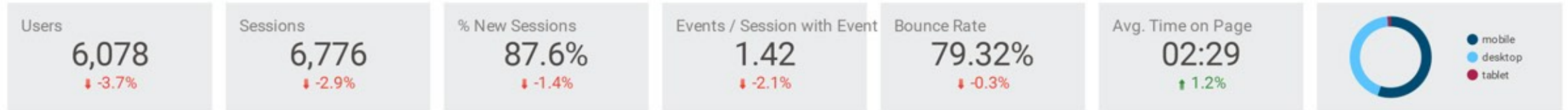
**VIEWPOINT  
DIGITAL**



Analytics Report - [redacted]

## Overview

Measures of traffic and engagement



## Acquisition Sources

Where traffic comes from

Source	Medium	Sessions	Pages / Session	Bounce Rate	Avg. Session Durati...
google	organic	5,310	1.31	81.17%	00:00:51
(direct)	(none)	818	1.59	76.65%	00:01:30
[redacted]	Social_Carousel	107	1.12	90.65%	00:00:03
[redacted]	organic	93	1.81	53.76%	00:01:19
[redacted]	referral	91	1	100%	00:00:00
[redacted]	referral	59	6.53	15.25%	00:08:22
[redacted]	referral	52	1.17	82.69%	00:01:46
[redacted]	referral	28	1	100%	00:00:00
[redacted]	referral	15	5.53	26.67%	00:06:40
[redacted]	referral	14	1.14	85.71%	00:01:12

# Pages

Views and engagement by page

Feb 1, 2023 - Feb 28, 2023



Page	Pageviews	Users	Bounce Rate	Avg. Time on Page
Knowledgebase/How to use our services/How to pay your account	3,054	2,825	95.22%	00:05:49
/	1,409	949	57.56%	00:01:21
/for students	625	328	48.13%	00:01:43
/admissions	383	201	49.44%	00:01:16
/programs	178	106	69.09%	00:03:00
/events/	173	94	54.22%	00:01:21
Knowledgebase/How to use our services/How to pay your account	170	140	55.1%	00:06:22
Knowledgebase/How to use our services/How to pay your account	158	139	92.57%	00:05:30
Knowledgebase/How to use our services/How to pay your account	151	124	48.21%	00:04:38
Knowledgebase/How to use our services/How to pay your account	151	128	71.3%	00:04:04
/programs	145	95	92.91%	00:08:18
Knowledgebase/How to use our services/How to pay your account	125	110	89.66%	00:03:56
Knowledgebase/How to use our services/How to pay your account	95	76	66.67%	00:02:59
Knowledgebase/How to use our services/How to pay your account	86	5	16.67%	00:02:13
Knowledgebase/How to use our services/How to pay your account	79	60	73.33%	00:02:34
Knowledgebase/How to use our services/How to pay your account	75	59	33.93%	00:03:59
/for students	74	47	68.42%	00:00:41
Knowledgebase/How to use our services/How to pay your account	74	59	77.59%	00:05:41
Knowledgebase/How to use our services/How to pay your account	64	51	83.33%	00:02:25
Knowledgebase/How to use our services/How to pay your account	57	46	61.9%	00:03:50
Knowledgebase/How to use our services/How to pay your account	56	53	74.42%	00:02:02
Knowledgebase/How to use our services/How to pay your account	56	49	71.05%	00:02:11
Knowledgebase/How to use our services/How to pay your account	52	44	62.07%	00:05:25
Knowledgebase/How to use our services/How to pay your account	51	45	100%	00:03:15
Knowledgebase/How to use our services/How to pay your account	46	39	90%	00:00:26

# User Locations

Comparison by cities

Feb 1, 2023 - Feb 28, 2023



City	Country	Users	Sessions	Bounce Rate	Avg. Time on Page
Vancouver	Canada	653	725	71.45%	00:02:16
Toronto	Canada	502	521	91.75%	00:03:45
Surrey	Canada	239	268	71.64%	00:01:59
Calgary	Canada	148	156	87.82%	00:03:56
Edmonton	Canada	146	153	87.58%	00:03:37
(not set)	Canada	129	134	82.09%	00:02:32
Montreal	Canada	124	128	94.53%	00:04:12
Burnaby	Canada	101	124	66.94%	00:01:53
Victoria	Canada	86	89	71.91%	00:02:42
Lagos	Nigeria	78	82	74.39%	00:04:52
Ottawa	Canada	72	74	86.49%	00:04:21
Coquitlam	Canada	68	73	71.23%	00:02:02
Accra	Ghana	68	73	63.01%	00:05:10
Richmond	Canada	67	144	67.36%	00:03:31
North Vancouver	Canada	67	106	74.53%	00:03:55
Winnipeg	Canada	66	68	92.65%	00:02:23
Ashburn	United States	64	64	98.44%	null
Brampton	Canada	57	58	94.83%	00:03:23
Kelowna	Canada	56	62	64.52%	00:01:33
Langley Township	Canada	50	53	45.28%	00:01:53
Nanaimo	Canada	49	52	80.77%	00:01:19
Delta	Canada	48	51	60.78%	00:00:55
Mississauga	Canada	48	49	89.8%	00:06:18
Abbotsford	Canada	43	43	83.72%	00:01:40
Halifax Regional Municipality	Canada	38	38	94.74%	00:05:06



# Top Event Posts

Views and engagement by event post.

Feb 1, 2023 - Feb 28, 2023



Page	Pageviews	Users	Bounce Rate	Avg. Time on Page
Event page with registration information and details	17	15	68.75%	00:01:02
Event page with registration information and details	12	11	50%	00:00:33
Event page with registration information and details	12	11	83.33%	null
Event page with registration information and details	9	9	85.71%	00:01:56
Event page with registration information and details	8	8	62.5%	00:02:14
Event page with registration information and details	7	5	50%	00:01:30
Event page with registration information and details	7	6	50%	00:02:30
Event page with registration information and details	7	7	100%	null
Event page with registration information and details	7	6	40%	00:00:26
Event page with registration information and details	6	5	60%	00:00:57
Event page with registration information and details	6	4	100%	00:04:08
Event page with registration information and details	6	6	100%	null
Event page with registration information and details	6	5	80%	00:01:20
Event page with registration information and details	5	5	null	00:01:10
Event page with registration information and details	5	5	60%	00:01:12
Event page with registration information and details	5	5	75%	00:02:52
Event page with registration information and details	5	5	80%	00:02:15
Event page with registration information and details	5	4	50%	00:02:41
Event page with registration information and details	4	2	66.67%	00:01:21
Event page with registration information and details	4	3	100%	null
Event page with registration information and details	4	3	33.33%	00:08:02
Event page with registration information and details	4	4	null	00:00:58
Event page with registration information and details	4	4	33.33%	00:03:13
Event page with registration information and details	4	4	75%	00:00:13
Event page with registration information and details	4	4	null	00:00:20

# Form Submissions

Tracked form submissions

Feb 1, 2023 - Feb 28, 2023



Event Label	Total Events	Events / Session with Event	Users
...	8	1.55	8
...	4	1.21	4
...	3	1.19	3

1 - 10 / 78 < >

# Outbound Links

Number of clicks leaving your site, grouped by domain

Event Label	Total Events	Events / Session with Event	Users
...	160	1.55	90
...	76	1.21	62
...	64	1.19	53
...	43	1.54	34
...	37	1.48	27
...	30	1.11	29
...	30	1.43	22
...	26	2	17
...	25	1.79	20
...	22	1.22	18

1 - 10 / 78 < >

# Video Plays

Tracked video play starts.

Feb 1, 2023 - Feb 28, 2023



Event Label	Total Events ▾	Events / Session with Event	Users
video-play-start	21	1.55	18
video-play-end	10	1.21	7
video-play-pause	7	1.19	5



# Google Search Keywords

Performance of top keywords on Google Search

Feb 1, 2023 - Feb 28, 2023



Query	Impressions	Clicks	Average Position	Site CTR
university college	9,145	4	9.55	0.04%
college college	8,961	4	8.77	0.04%
college college	8,832	11	7.35	0.12%
college college college college college	7,545	46	6.22	0.61%
college	7,179	2	7.45	0.03%
highest paying jobs in canada	6,968	478	6.14	6.86%
university of ottawa	6,448	3	9.62	0.05%
university community college	6,284	5	9.71	0.08%
university school university	4,313	4	8.3	0.09%
college	4,099	1	9.33	0.02%
university university	3,979	23	10.7	0.58%
highest paying jobs	3,716	47	10.05	1.26%
university	2,996	9	7.72	0.3%
college of international	2,931	0	8.52	0%
college of international	2,599	4	9.28	0.15%
university university university	2,579	6	13.19	0.23%
university university	2,185	14	9.5	0.64%
university university	2,113	33	8.75	1.56%
university university university	1,962	1	14.14	0.05%
university university university	1,754	48	7.36	2.74%
university university	1,607	27	8.54	1.68%
university university university	1,582	1	10.28	0.06%
highest paying jobs in canada	1,460	48	7.37	3.29%
university university	1,423	29	4.51	2.04%
university university in canada	1,362	68	6.49	4.99%