



Healthbusinessgroup.com Website Summary

Users

2,357

↑ 26.1%

Sessions

2,587

↑ 23.1%

Pageviews

6,118

↑ 17.1%

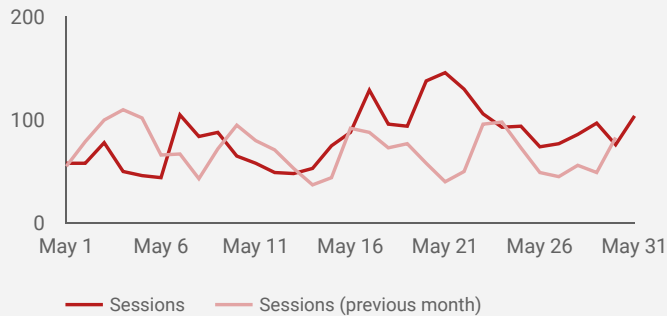
Bounce Rate

10.7%

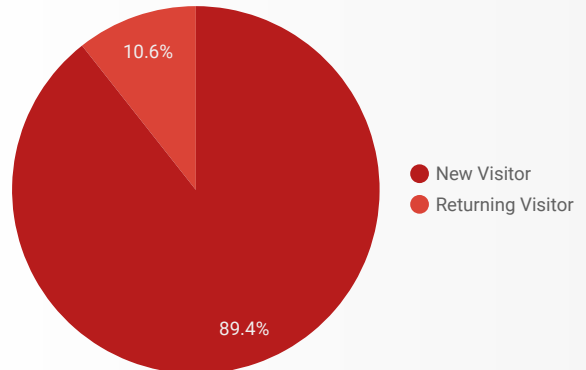
↑ 56.8%

How are sessions (visits) trending?

Last 30 days vs. previous period

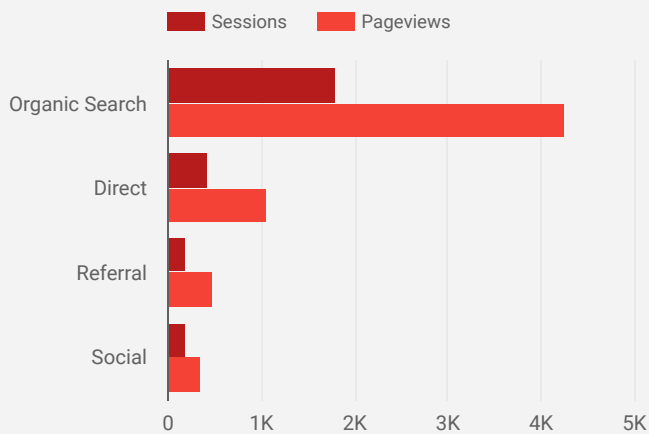


Visitor



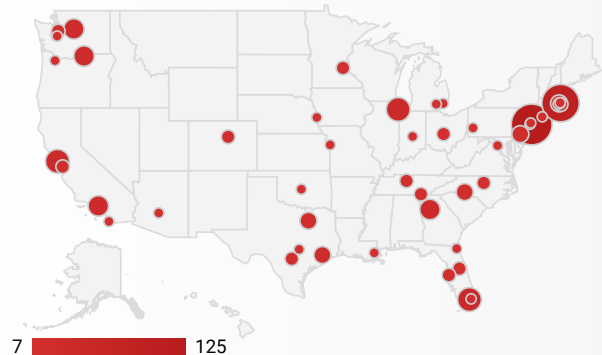
Which channels are driving engagement?

Goal: Engaged Users



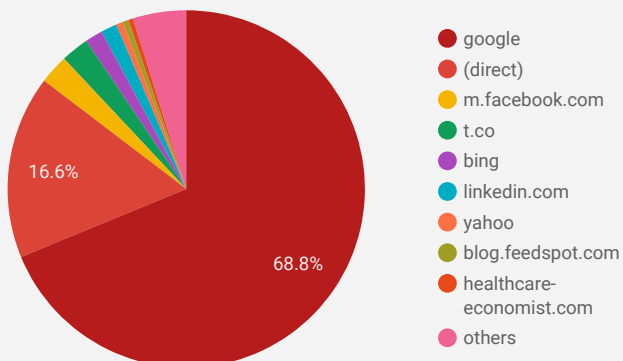
What are the top cities by sessions?

Sessions over the last 30 days



Which Search Engines are driving traffic?

Goal: Acquired Traffic



	City	Sessions	Pageviews	Duration
1.	New York	125		00:00:25
2.	Boston	97		00:00:21
3.	Paris	62		00:00:00
4.	San Francisco	39		00:01:37
5.	Chicago	39		00:00:49
6.	Los Angeles	32		00:00:03
7.	Atlanta	32		00:00:57
8.	Washington	28		00:00:39
9.	Boardman	27		00:00:02
10.	Houston	24		00:00:01

SEO KPIs & Metrics

Impressions

44,992

↓ -3.9%

URL Clicks

1,830

↑ 26.2%

Site CTR

4.20%

↑ 31.0%

Average Position

38.58

↓ -2.8%

Search Impressions

Query		Impressions ②	Clicks ①	Site CTR	Position
1.	health business group	115	43	37.39%	2.49
2.	wanted wax bath	120	36	30%	3.61
3.	wanted healing bath	81	19	23.46%	2.95
4.	health business blog	38	19	50%	1
5.	wanted bath recovery	44	18	40.91%	1.48
6.	wanted bath	47	15	31.91%	2.38
7.	wanted movie recovery bath	46	12	26.09%	1.85
8.	wanted movie bath	29	11	37.93%	1.03
9.	can chiropractic cause bell's palsy	21	10	47.62%	3.62
10.	sam adams ingredients	54	9	16.67%	1
11.	sam adams boston lager ingredients	47	7	14.89%	4.06
12.	wanted movie healing bath	40	7	17.5%	3.4
13.	wax bath wanted	39	7	17.95%	2.79
14.	wanted movie wax bath	34	7	20.59%	2.62
15.	is sam adams gmo free	15	7	46.67%	1.2
16.	explanation of benefits legal requirements	58	6	10.34%	4.6
17.	\$0 copay	48	6	12.5%	3.65
18.	wanted recovery bath	25	6	24%	2.56
19.	health business	401	5	1.25%	12.43
20.	salty taste in mouth mayo clinic	78	5	6.41%	5.27

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Sessions by Source

	Source / Medium	Sessions	Avg. Session Duration	Session X Session Duration ▼
1.	(direct) / (none)	419	00:00:40	17,106
2.	t.co / referral	64	00:01:32	5,947
3.	feeds.feedburner.com / referral	2	00:18:56	2,272
4.	blog.feedspot.com / referral	13	00:01:29	1,166
5.	healthwonkreview.com / referral	4	00:04:30	1,082
6.	buffer.com / referral	1	00:16:44	1,004
7.	arlenehowardpr.com / referral	1	00:13:01	781
8.	modernhealthcare.com / referral	2	00:05:40	680
9.	incomestore.pitchbox.com / referral	1	00:09:32	572
10.	drugchannels.net / referral	9	00:00:50	454
11.	mhealthisrael.com / referral	3	00:02:16	408
12.	feedly.com / referral	8	00:00:43	350
13.	chorus.terakeet.com / referral	3	00:01:49	329
14.	m.facebook.com / referral	67	00:00:04	311
15.	linkedin.com / referral	36	00:00:07	267
16.	mha.gwu.edu / referral	1	00:03:45	225
17.	na37.salesforce.com / referral	1	00:03:04	184
18.	br.search.yahoo.com / referral	1	00:02:21	141
19.	healthcare-economist.com / referral	11	00:00:07	87
20.	mhaprograms.org / referral	2	00:00:42	85

Top Landing Pages

	Landing Page	Impressions ② ▾	URL Clicks ① ▾	URL CTR
1.	https://healthbusinessgroup.com/blog/2008/07/02/wanted-rejuvenating-bath/	2,063	658	31.9%
2.	https://healthbusinessgroup.com/blog/2015/04/01/why-i-drink-samuel-adams-beer/	1,350	147	10.89%
3.	https://healthbusinessgroup.com/	6,433	129	2.01%
4.	https://healthbusinessgroup.com/blog/2008/06/11/baby-formula-in-the-mailbox-honey-is-th...	1,661	76	4.58%
5.	https://healthbusinessgroup.com/blog/	1,992	50	2.51%
6.	https://healthbusinessgroup.com/blog/2009/11/19/why-not-lower-the-recommended-mam...	578	41	7.09%
7.	https://healthbusinessgroup.com/blog/2013/08/13/malpractice-defense-chiropractic-adjust...	231	36	15.58%
8.	https://healthbusinessgroup.com/blog/2016/05/11/biosimilars-are-me-too-drugs-not-generi...	221	33	14.93%
9.	https://healthbusinessgroup.com/blog/2008/05/05/salty-taste-in-the-mouth-what-causes-it-...	794	31	3.9%
10.	https://healthbusinessgroup.com/blog/2012/01/11/why-does-some-pure-vanilla-contain-cor...	655	28	4.27%
11.	https://healthbusinessgroup.com/blog/2008/01/11/what-causes-adhd-some-intriguing-findi...	277	24	8.66%
12.	https://healthbusinessgroup.com/blog/2011/06/22/malpractice-defense-paraesophageal-hi...	259	17	6.56%
13.	https://healthbusinessgroup.com/blog/2007/05/09/when-a-0-copay-is-too-high/	211	17	8.06%
14.	https://healthbusinessgroup.com/blog/2010/04/01/co-pay-canadian-style/	107	13	12.15%
15.	https://healthbusinessgroup.com/blog/2018/05/07/partners-and-harvard-pilgrim-arent-reall...	926	12	1.3%
16.	https://healthbusinessgroup.com/blog/2011/10/05/what-does-an-explanation-of-benefits-e...	125	12	9.6%
17.	https://healthbusinessgroup.com/blog/2009/03/26/the-realage-controversy/	116	12	10.34%
18.	https://healthbusinessgroup.com/blog/2015/12/01/joslin-diabetes-ceo-faces-big-challenge...	97	11	11.34%
19.	https://healthbusinessgroup.com/blog/2009/04/14/hygienic-door-handles-the-final-frontier-...	256	10	3.91%
20.	https://healthbusinessgroup.com/blog/2009/11/24/malpractice-defense-hysterectomy-lead...	92	10	10.87%

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