

Website Metrics | Year To date

Jan 1, 2019 - Mar 26, 2019

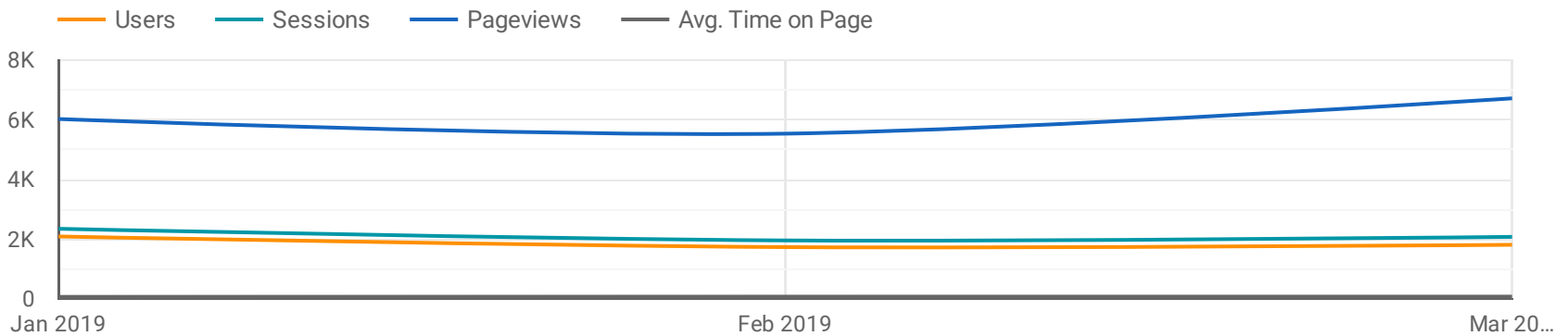
Users
4,767
↓ -32%

Sessions
6,394
↓ -35%

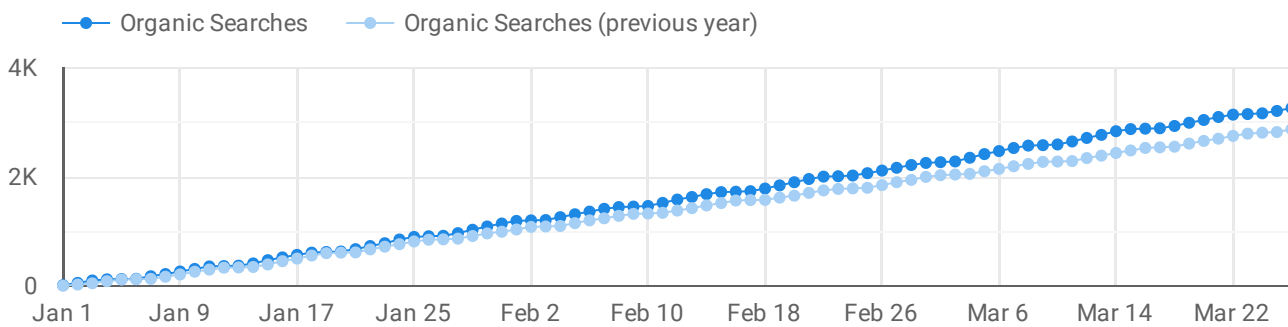
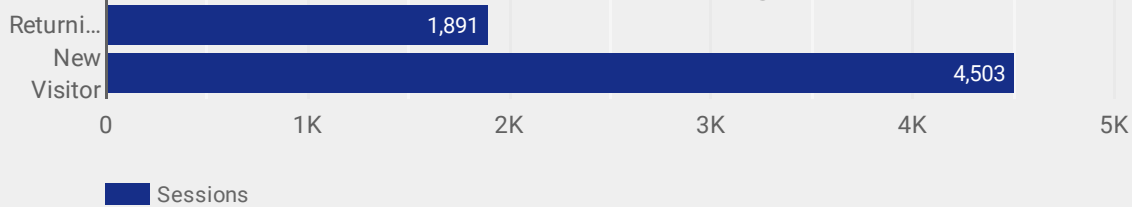
Pageviews
18,288
↓ -28%

Avg. Time on Page
01:17
↓ -14%

Average Pageviews



New Vs Returning



2018 vs 2019
Organic Searches
3.3K
↑ 115%

On Page Metrics

Page Title	Sessions	Avg. Sessi...	Pageviews	Bounce Rate
Home	2,455	00:02:34	3,191	42.85%
Products Details	1,325	00:02:07	2,109	57.28%
Downloads	232	00:02:59	659	42.24%
Documentation Request	147	00:01:50	635	58.5%
PRODUCTS	116	00:03:26	517	46.55%
Technology	107	00:02:40	290	67.29%
Webinars	102	00:00:37	246	78.43%

AdWords Metrics | All Campaigns

Feb 25, 2019 - Mar 21

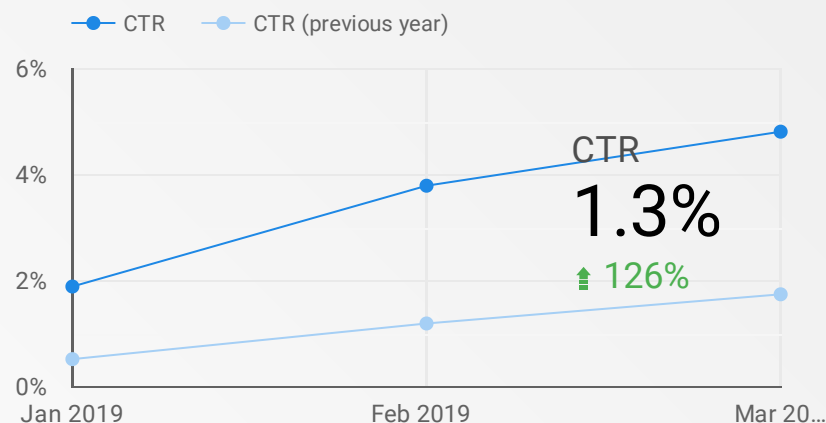
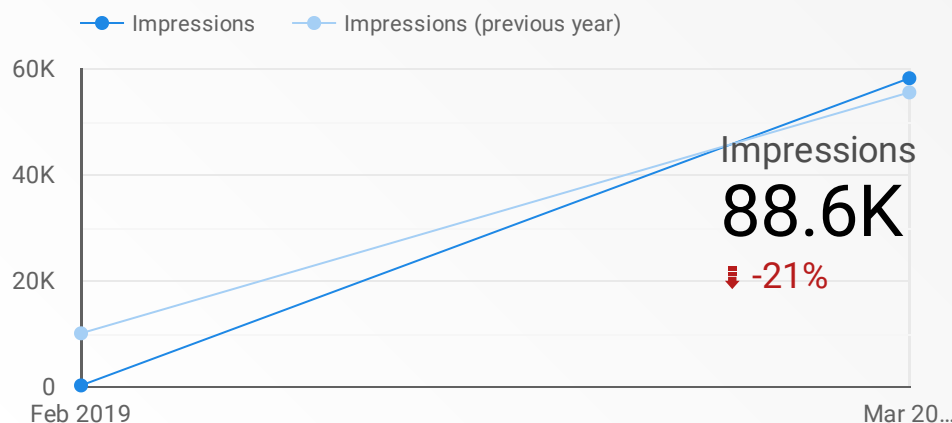
Impressions
58.6K
↓ -11%

CTR
1.03%
↑ 76%

Avg. CPC
\$0.76
↓ -73%

Cost
\$455.02
↓ -57%

Adword Monthly Impressions



Top 5 Performing Keywords

Keyword	Sessions
Events	608
Event Management	119
Event Marketing	81
Event Project Management	73
Trade Show Management	38

Us vs Competitor

Keyword	Our Rank	Competitor Rank
Events	1	2
Event Management	3	6
Event Marketing	4	4
Event Project Management	7	20
Trade Show Management	9	12

AdWords Campaigns

Campaign	Month	CTR	Avg. CPC	Impressio...	Cost	Clicks
Campaign 1	Feb 2019	2.71%	\$3.81	295	\$30.46	8
Campaign 2	Mar 2019	1.89%	\$3.67	3.9K	\$271.66	74
Campaign 3	Mar 2019	1.53%	\$0.14	28.6K	\$62.51	436

Google Adwords Keyword Tracking

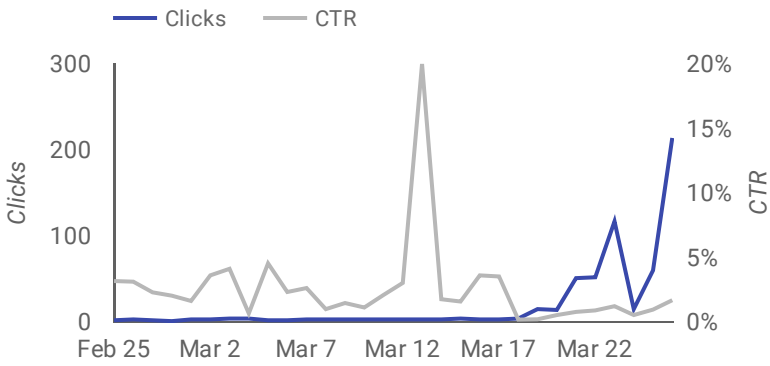
Search keyword	Day	Clicks	Impressions	Interaction Rate
KW001	Mar 19, 2019	5	2,311	0.22%
KW002	Mar 18, 2019	1	1,642	0.06%
KW003	Mar 19, 2019	0	1,626	0%
KW004	Mar 19, 2019	4	1,606	0.25%
KW005	Mar 22, 2019	4	1,335	0.3%
KW006	Mar 23, 2019	3	1,118	0.27%
KW007	Mar 24, 2019	4	1,093	0.37%

CTR & Impressions

Clicks
602.0
↑ 57.2%

CTR
1.0%
↑ 76.4%

Impressions
58.6K
↓ -10.9%

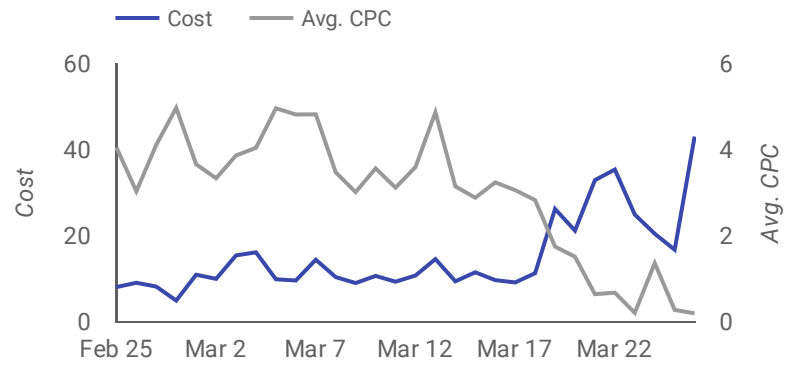


Cost Per Click

Cost
\$455.02
↓ -57.1%

Avg. CPC
\$0.76
↓ -72.7%

Avg. CPM
\$7.77
↓ -51.8%



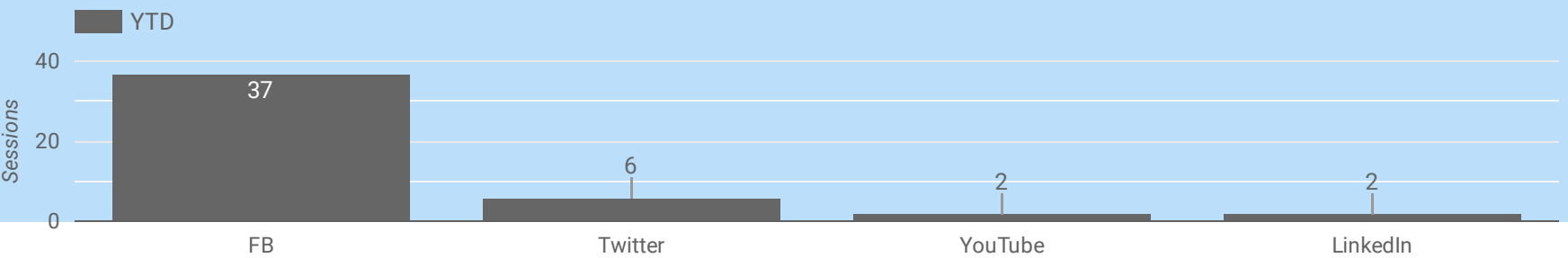
Total Social Media Followers

128
FACEBOOK

551
TWITTER

131
YOUTUBE

1218
LINKEDIN



Total External Backlinks

2.20k

Live links back to .com

Follow Links

71%

Showing working link to Home Page

Referring Domains

169

Different Websites linking to .com

Page Authority

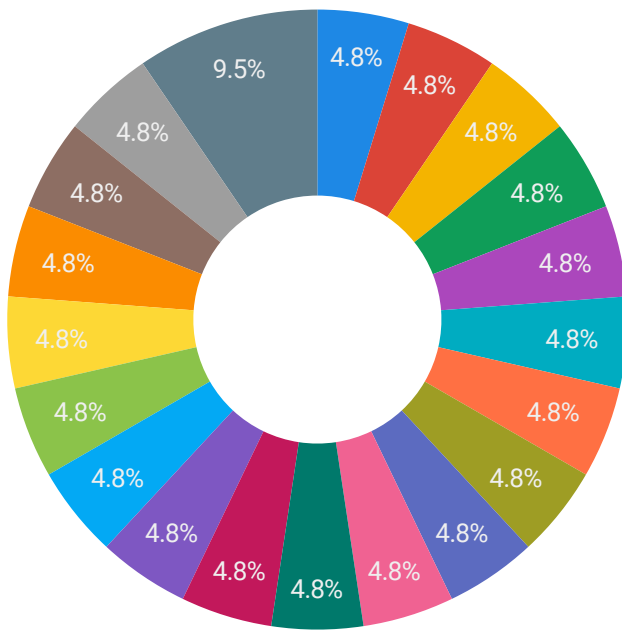
April 2018	May 2018	June 2018	July 2018	Aug 2018	Sept 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	Feb 2019
45	45	29	45	33	33	33	33	33	33	33

Domain Authority

April 2018	May 2018	June 2018	July 2018	Aug 2018	Sept 2018	Oct 2018	Nov 2018	Dec 2018	Jan 2019	February 2019
37	37	36	37	36	36	36	36	36	36	36

Which Referrals Are Driving Engagement?

Sessions
6.4K
 ↑ 18%



- info.eventuosity.com
- m.facebook.com
- hostingkunde.de facebook.com
- hs-sites.com duckduckgo.com
- cn.bing.com
- manufacturing.show
- linkedin.com
- translatetheweb.com
- qwant.com
- us.search.yahoo.com
- microsofttranslator.com



Google Analytics Insights

Top Campaign by Sessions This Month

Campaign	Sessions
Show	76
AdWords Re-Targeting	19
Webinars	17
New Products	13

