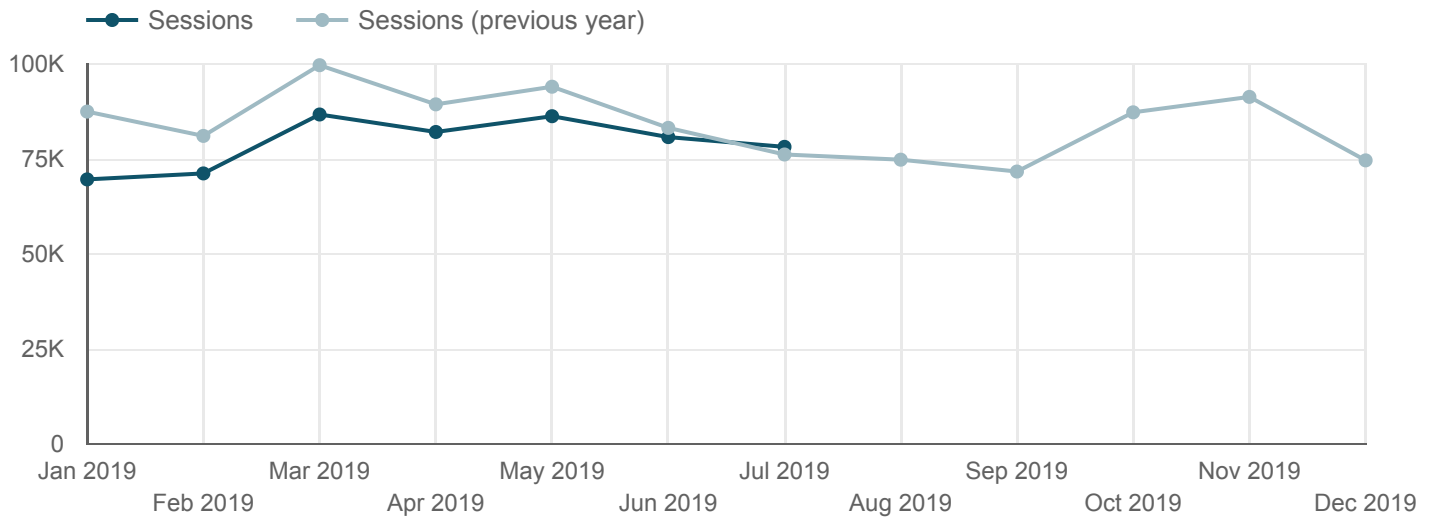


Total Website Traffic

How many visitors from all sources came to the site, and how qualified was that traffic?

Sessions
78,198



Total Metrics Overview

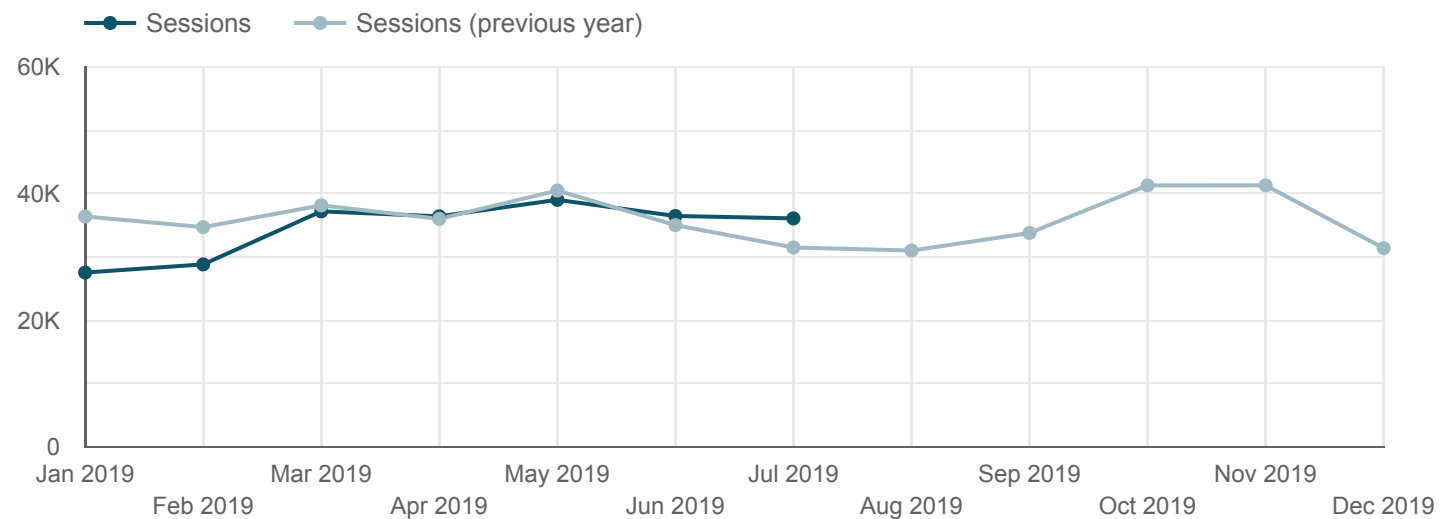
How qualified are all site visitors compared to last year?

% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
69.72%	54,516	46.22%	4.8	00:02:49

Organic Website Traffic

How many search visitors came to the site, and how qualified was that traffic?

Sessions
36,096

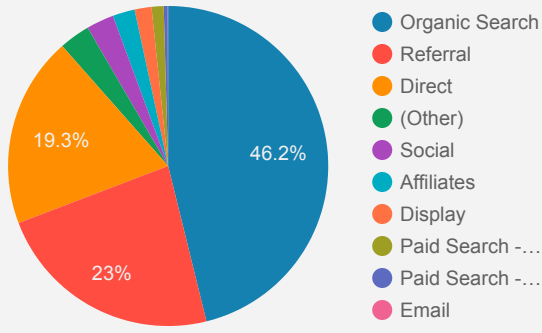


Organic Metrics Overview

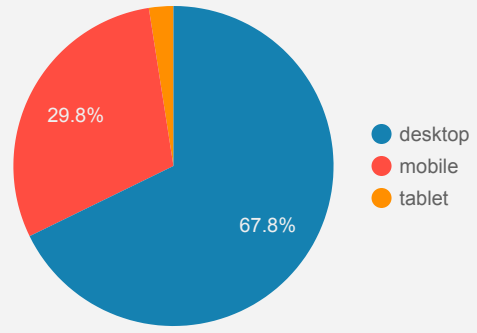
How qualified are the organic search visitors compared to last year?

% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
70.94%	25,605	47.60%	4.54	00:02:40

Traffic Channels

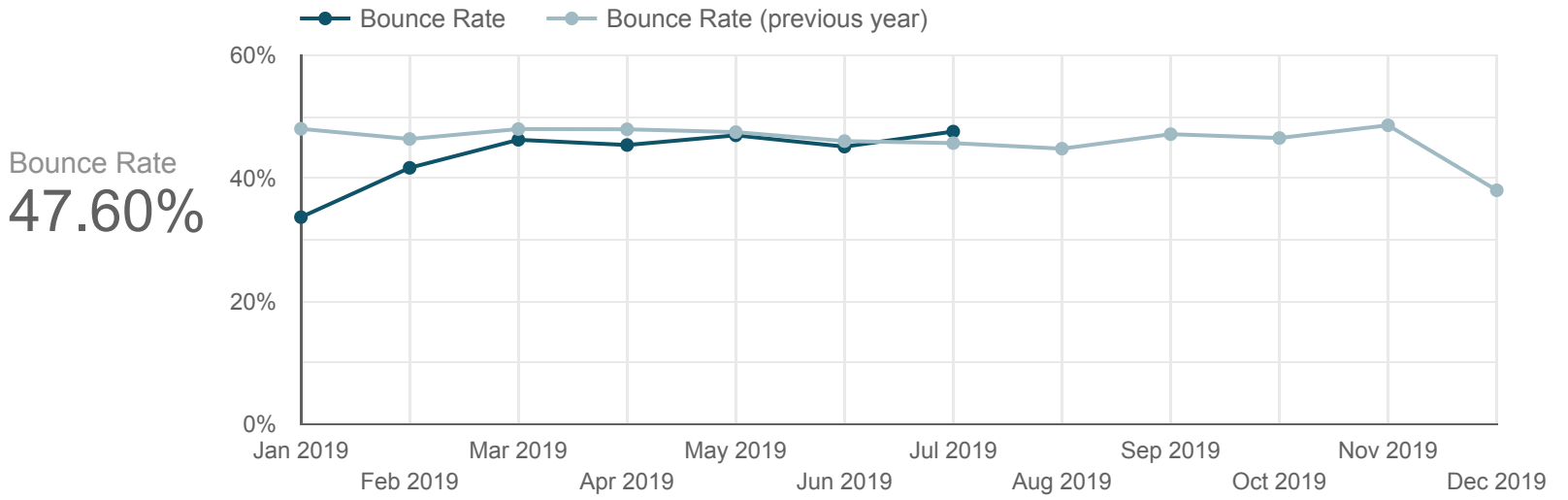


Organic Device Categories



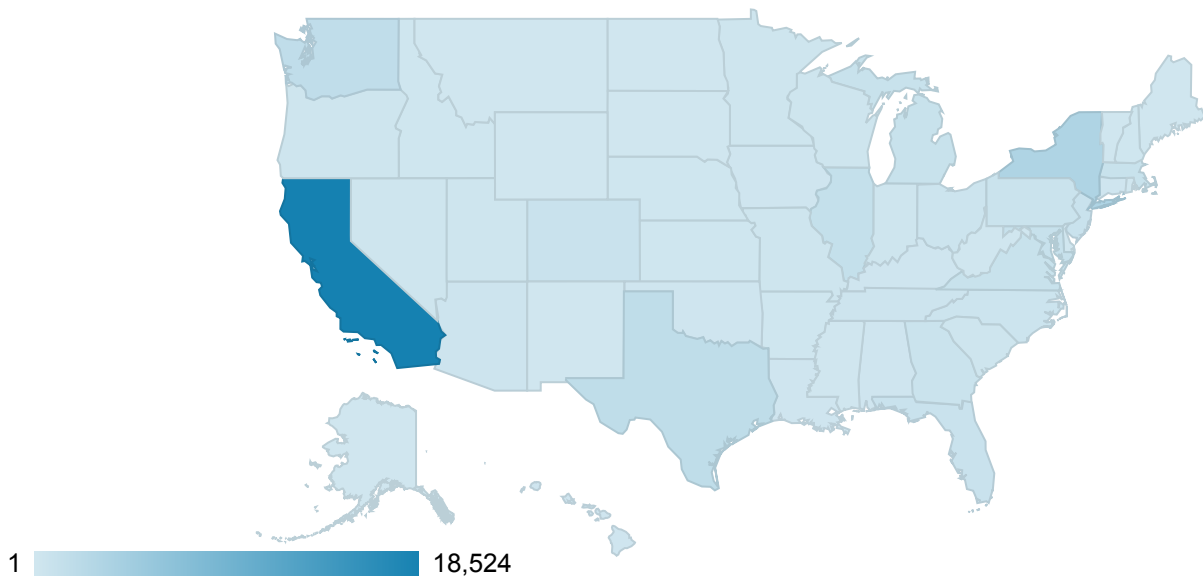
Organic Bounce Rate

What percentage of search visitors leave the website without taking an action?



Sessions by Location

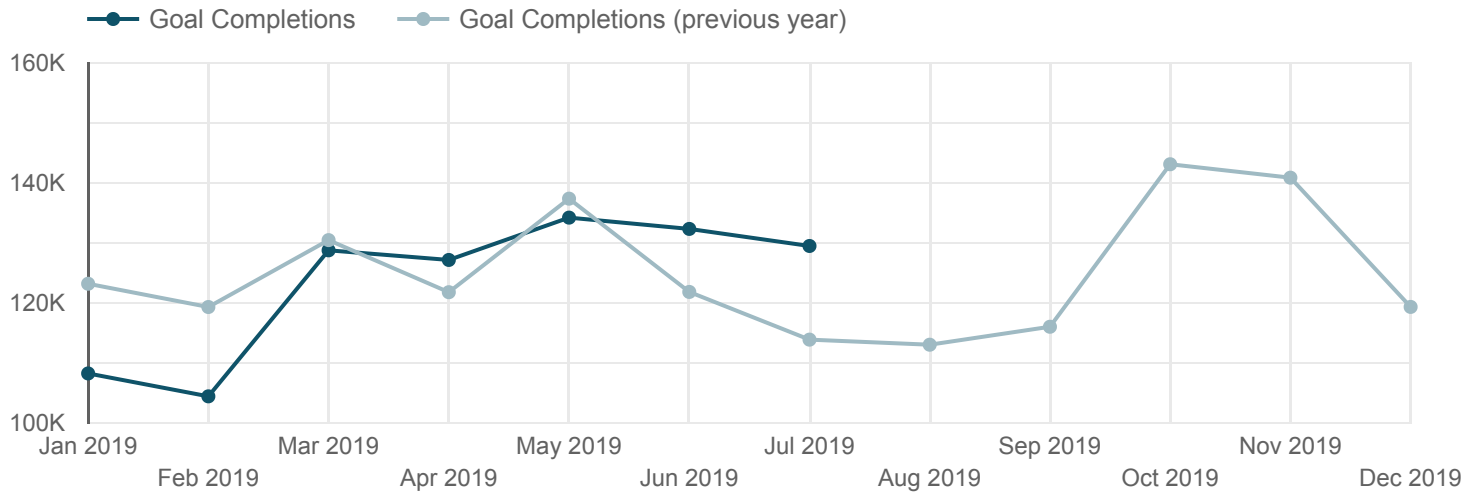
Which state is generating the most traffic to the website?



Organic Goal Completions

How many search visitors completed key tracked actions on the website?

Goal Completions
129,503

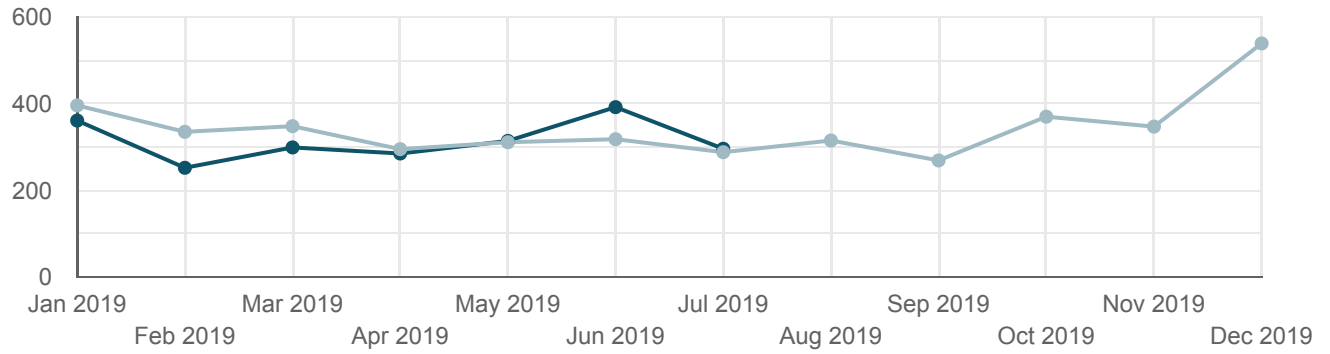


Organic Goal Completion Breakdown

Organic Appointments Scheduled

How many search visitors scheduled an appointment online?

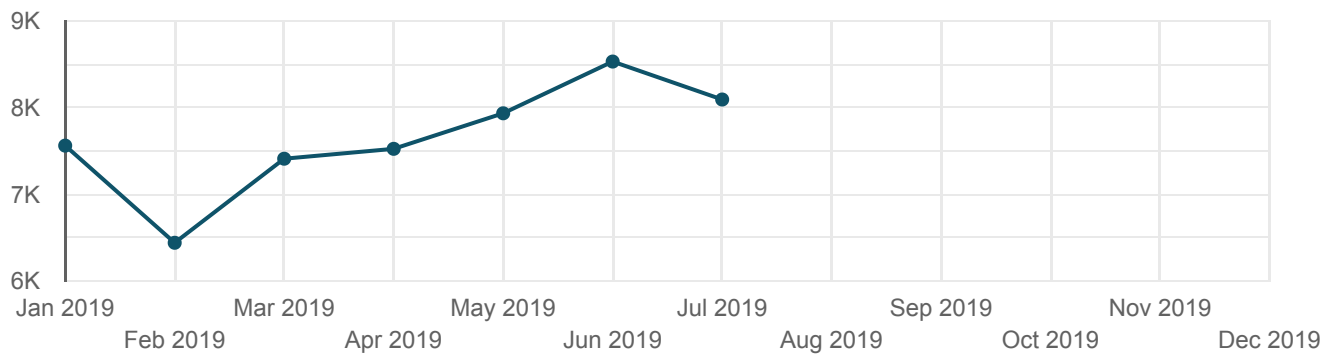
Online Appointments
296



Organic Phone Calls

How many search visitors made a phone call to your practice

Phone Calls
8,094



Summary of Work Completed

Tracking Updates & Technical Tasks

- Installed Google Analytics
- Setup conversion tracking:
 - Phone call
 - Get Directions
 - Schedule appointment
 - Contact form

Google Search Console

- Created property
- Verified site ownership
- Submitted sitemap to be indexed

Google My Business

- Verification process for each of your doctor's online maps listings.

Location Pages

- Created content for Locations pages
- Added calls-to-action to Locations pages

Physician Pages

- Added alt text for all Physician photos

Additional On-site Optimization

- Created Meta titles
- Internal linking throughout content on FAQ page