Tech layoffs are the hot blog topic!

Landing Page Views

Blog Post Views

	landing_page	pageviews…
1.	/blog/tech-layoffs-in-2022-everything-you-need-to-know-and-more/	3,759
2.	/blog/what-it-means-to-work-as-a-digital-marketing-analyst/	1,483
3.	/blog/artificial-intelligence-review-2022/	1,438
4.	/blog/what-is-martech/	382
5.	/blog/inescapable-sorrow-bad-tech-manager/	336
6.	/blog/from-priest-to-programmer/	324
7.	/blog/ux-and-ui-design-difference-explained/	301
8.	/blog/hybrid-bootcamp-model-update/	20

month

pageviews
1,173

Popularity of
Blog Overview Page

	month	landing_page	pageviews
1.	Mar	/blog	185
2.	Jan	/blog	483
3.	Feb	/blog	505

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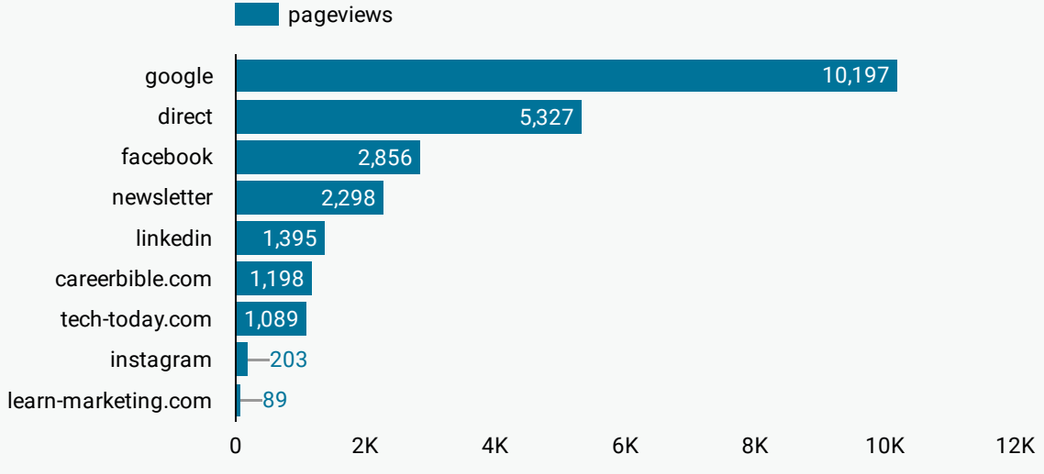
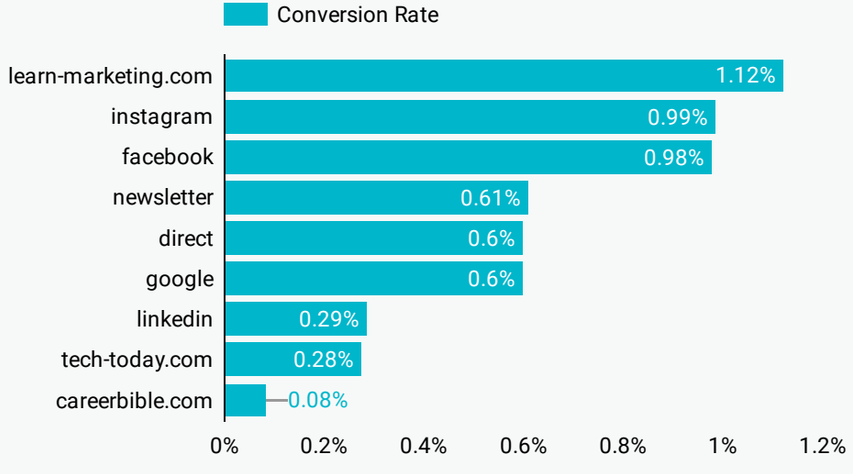
Google dominates pageviews, but Learn Marketing is the conversion rate winner.

Marketing Channel Performance





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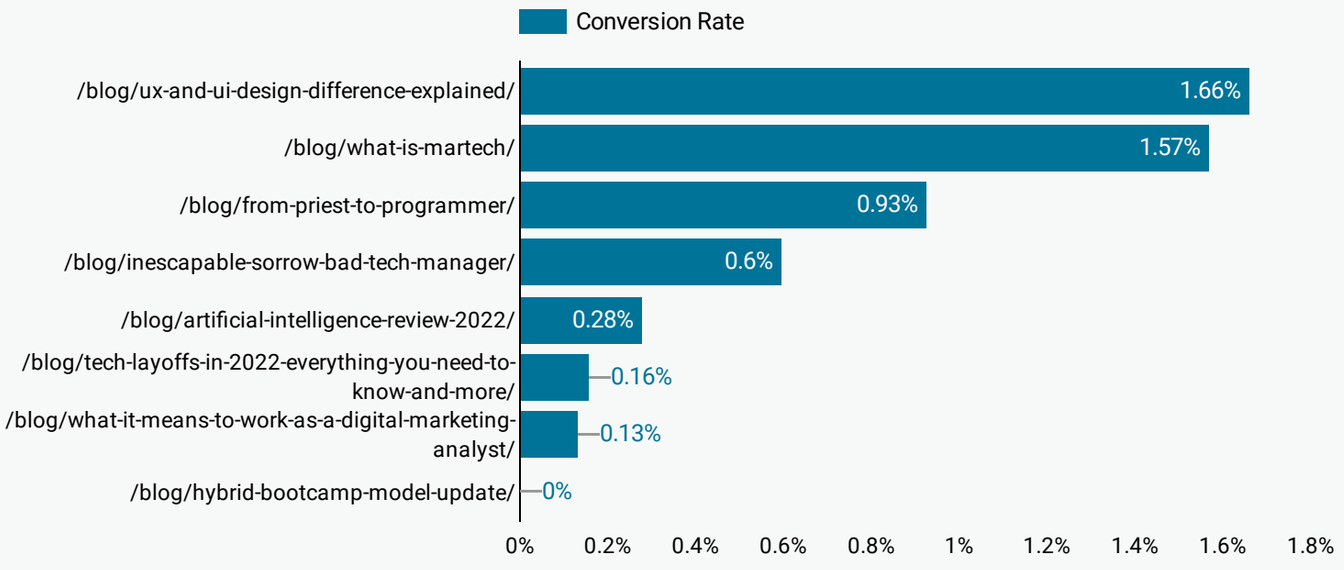
UX and UI Difference Explained has the best conversion rate amongst the blog posts

Blog Post Performance



Conversion rate from pageview
0.59%

Blog Overview Conversion Rate

pageviews
1,173

goal_completions
11

conversion_rate
0.94%

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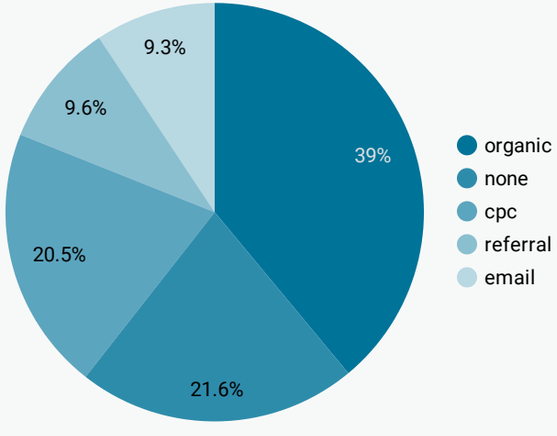
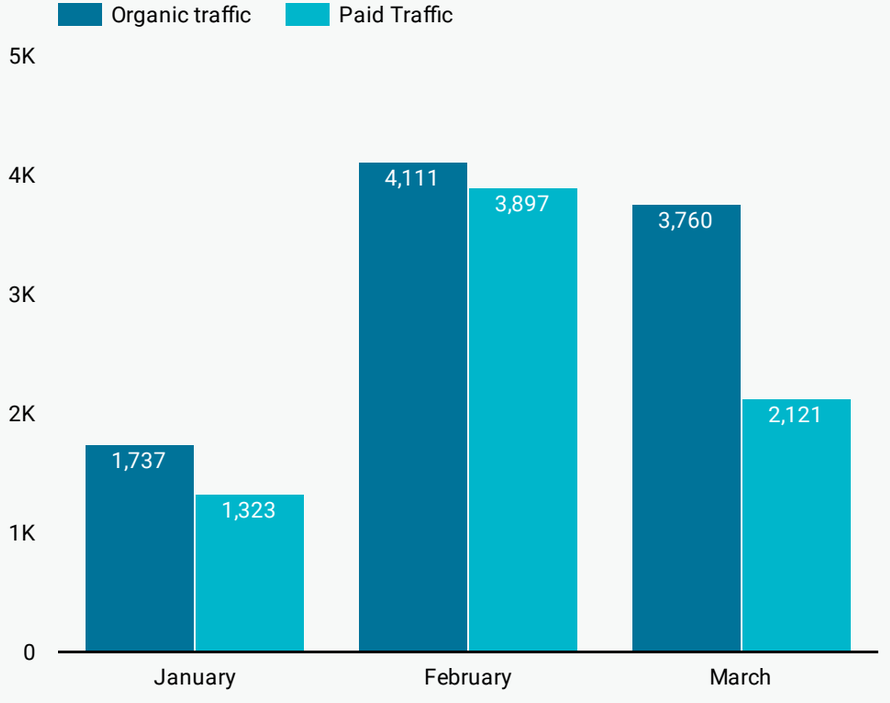
A close race between organic and paid traffic, with paid falling behind in the finish.

Organic vs. Paid Traffic

Organic Traffic	Paid Traffic
pageviews	pageviews
9,608	7,341





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