

## Website Performance by Device Type

## Desktop

Bounce rate  
**50.96%**  
- 4.5%

Sessions  
**18,162**  
- 4.6%

Total users  
**9,963**  
- 2.1%

## Mobile

Bounce rate  
**49.95%**  
+ 17.2%

Sessions  
**15,029**  
+ 59.7%

Total users  
**13,220**  
+ 61.7%

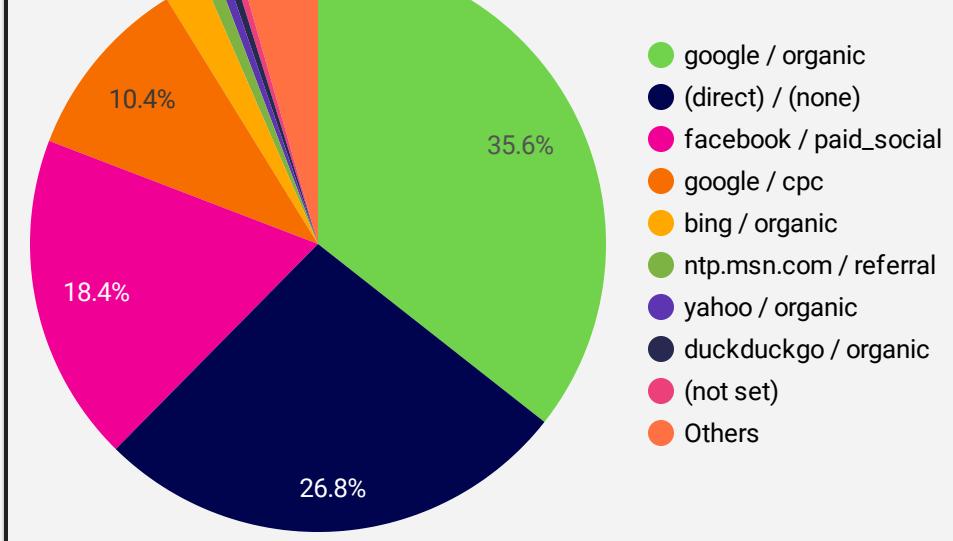
## Tablet

Bounce rate  
**56.34%**  
+ 21.8%

Sessions  
**568**  
+ 102.1%

Total users  
**499**  
+ 115.1%

## Sessions by traffic source



## Top Landing Pages

Landing page	Sessions ▾	% Δ	Average session duration	% Δ
/	15,460	-0.7% 🔴	00:07:29	-3.5% 🔴
/get-a-free-demo-2	4,886	1,071.7% 🔟	00:01:16	-77.9% 🔴
/blog/electrical-license-reciprocity-by-state	1,908	-4.8% 🔴	00:06:14	-3.0% 🔴
(not set)	1,158	3.4% 🔟	00:07:48	721.6% 🔟
/blog/plumbing-license-reciprocity-by-state	1,155	3.6% 🔟	00:05:31	-7.4% 🔴
/blog/hvac-license-reciprocity-by-state	730	1.5% 🔟	00:05:48	-21.7% 🔴
/blog/how-to-bid-drywall-jobs	670	0.4% 🔟	00:04:09	-29.8% 🔴
/get-a-free-demo-3	665	7.6% 🔟	00:00:55	-76.7% 🔴
/pricing	560	49.3% 🔟	00:05:19	-44.7% 🔴
/contractor-calculator	313	14.2% 🔟	00:03:14	42.5% 🔟
/blog/hvac-jokes-and-memes	260	-1.9% 🔴	00:03:39	-6.9% 🔴
/blog/24-best-electrician-jokes-memes	237	-21.8% 🔴	00:03:52	13.2% 🔟
/blog/carpenter-salaries-by-state	235	-4.1% 🔴	00:03:32	-3.0% 🔴

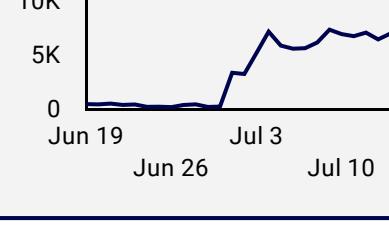
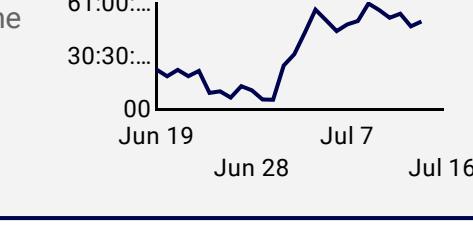
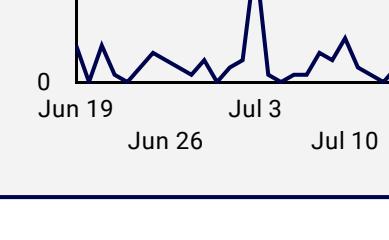
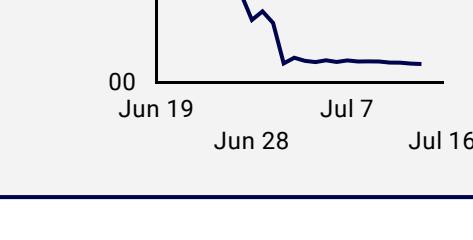
## Top Performing Region

Region	Sessions ▾	% Δ	Total users	% Δ
Texas	4,219	14.9% 🔟	2,548	30.0% 🔟
Florida	2,501	21.6% 🔟	1,724	32.4% 🔟
California	2,095	-2.4% 🔴	1,540	1.7% 🔟
New York	1,644	10.4% 🔟	1,135	30.5% 🔟
Virginia	1,448	30.2% 🔟	1,213	41.5% 🔟
North Carolina	1,264	74.1% 🔟	1,108	92.4% 🔟
Illinois	1,166	19.3% 🔟	883	25.1% 🔟
Georgia	1,011	1.8% 🔟	803	16.4% 🔟
Washington	874	12.5% 🔟	627	15.9% 🔟
Michigan	755	20.8% 🔟	483	31.3% 🔟
Arizona	712	12.3% 🔟	434	9.9% 🔟
Ohio	663	22.3% 🔟	540	36.0% 🔟
Colorado	660	16.0% 🔟	470	16.0% 🔟

Select date range

Video Title

## Trending

Views  
**88K****34**Video Shares  
**69.0****34**

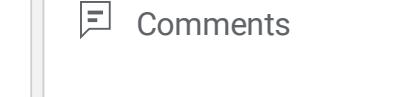
## Top Videos Watched

Video Title	Views	Average Watch Time	Video Shares	Video Likes Added
Say goodbye to massive credit card fees	64,121	00:00:16	0	0
FieldPulse has changed the game	13,077	00:00:58	0	0
Influencer Gets Total HVAC Overhaul   In the Fi...	5,732	00:01:20	11	2,786
FieldPulse Web and Mobile App Demo	1,305	00:01:51	34	11
Yeti Hopper Flip 8 Review   REVIEWED TO DEATH	667	00:04:16	1	12
What is Field Service Management Software?	283	00:01:49	4	3
Handyman Hourly Rates - The Handyman Sys...	282	00:02:57	4	5
The Most Awarded FSM Software of 2023	230	00:00:47	0	1
Take a Detailed Tour of FieldPulse	183	00:03:31	4	0

1 - 10 / 162 &lt; &gt;

## Likes, Comments, and Subscriptions

Likes

**3K**

Playlist Video Added

**47**

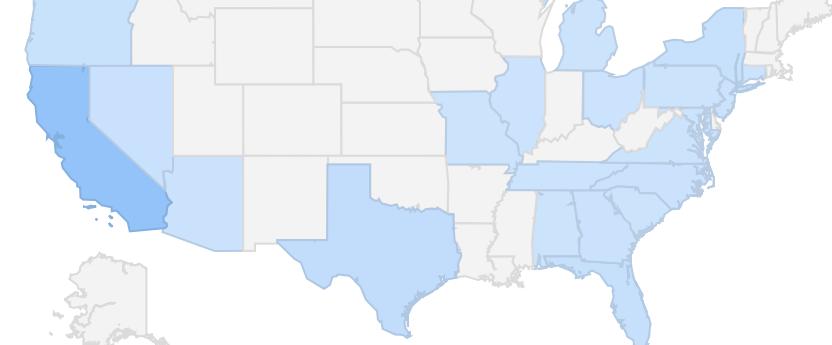
Comments

**6**

Video Title	Playlist Videos Added	Video Likes Added
Influencer Gets Total HVAC Overhaul   In the Field	9	2,786
Handyman Hourly Rates - The Handyman System x FieldPulse	7	5
FieldPulse Web and Mobile App Demo	6	11
The Pros and Cons of Handyman vs General Contracting Busines...	3	2
What is Field Service Management Software?	3	3
Yeti Hopper Flip 8 Review   REVIEWED TO DEATH	3	12
How I Make a lot More Money with Flat Rate, Fixed Price Work - Th...	2	2
How FieldPulse Helps Filter and Scan Through Clutter   Want the F...	1	0
What Our Customers Are Saying	1	0

1 - 100 / 162 &lt; &gt;

## Video Views By Demographic



0 6,991

## Search Performance

Impressions

**664,499**

↑ 1.5%

Clicks

**9,193**

↓ -5.5%

Site CTR

**1.38%**

↓ -6.9%

Average Position

**37.37**

↑ 2.1%

Query

**18,831**

↓ -14.4%

## Performance by Query

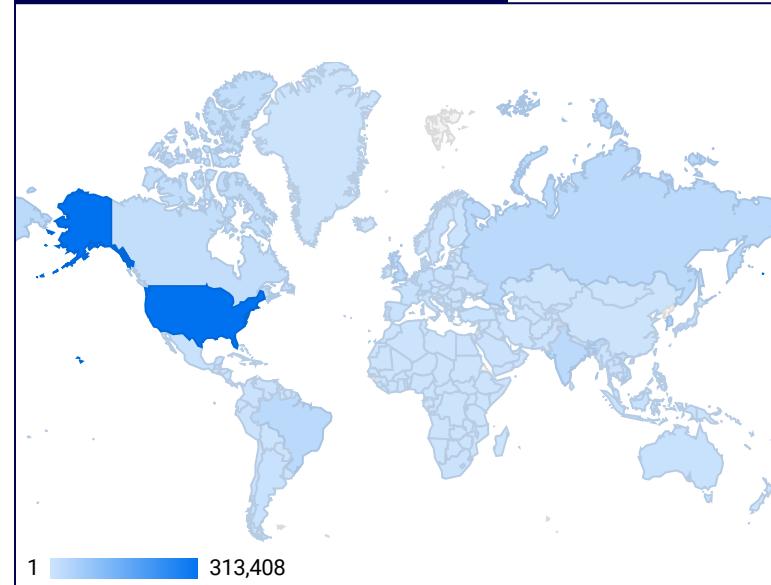
Query	Impressions	% Δ	Site CTR	% Δ	Average Position	% Δ
field service management software		-17.2% ↓			-48.2% ↓	1.8% ↑
hvac business software		5.9% ↑			-	-9.5% ↓
hvac management software		-5.7% ↓			-	-3.6% ↓
hvac service tools		6.7% ↑			-	15.3% ↑
fieldpulse		-11.6% ↓			-11.6% ↓	-1.7% ↓
wisetack		61.7% ↑			116.5% ↑	-6.9% ↓
how to start a heating and air conditioning company		9.7% ↑			-	1.1% ↑
field service software		2.5% ↑			143.8% ↑	-4.9% ↓
how to start a heating and air conditioning business		7.5% ↑			-	2.7% ↑

1 - 100 / 18831 < >

## Performance by Device

Device Category	Impressions	% Δ	Site CTR	% Δ	Site CTR	% Δ
DESKTOP		1.8% ↑		-11.1% ↓		-11.1% ↓
MOBILE		1.0% ↑		-2.4%... ↓		-2.4%... ↓
TABLET		0.6% ↑		-29.6%... ↓		-29.6%... ↓

## Impressions by Country



Country	Impressions	% Δ	Site CTR	% Δ	Site CTR	% Δ
United States		-1.6...		-3.6...		-3.6...
South Korea		-9.4...		12...		12...
Russia		6.2...		18...		18...
United Kingdom		8.0...		-30...		-30...
India		14...		6.0...		6.0...
Brazil		9.1...		3.1...		3.1...
Canada		-0.2...		-9.6...		-9.6...
Vietnam		14...		-34...		-34...
Germany		16...		-8.4...		-8.4...

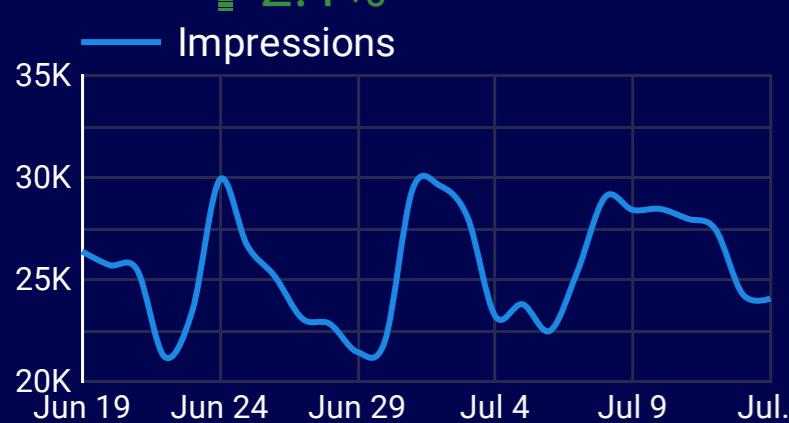
This dashboard analyzes website organic performance across different search medium in google

## Web

Average Position

**37.37**

↑ 2.1%

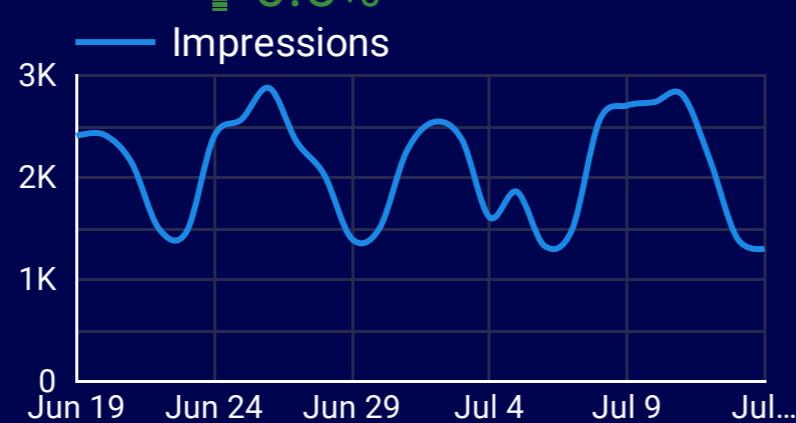


## Image Search

Average Position

**28.96**

↑ 0.5%



## Video Search

Average Position

**No data**

No data



## News

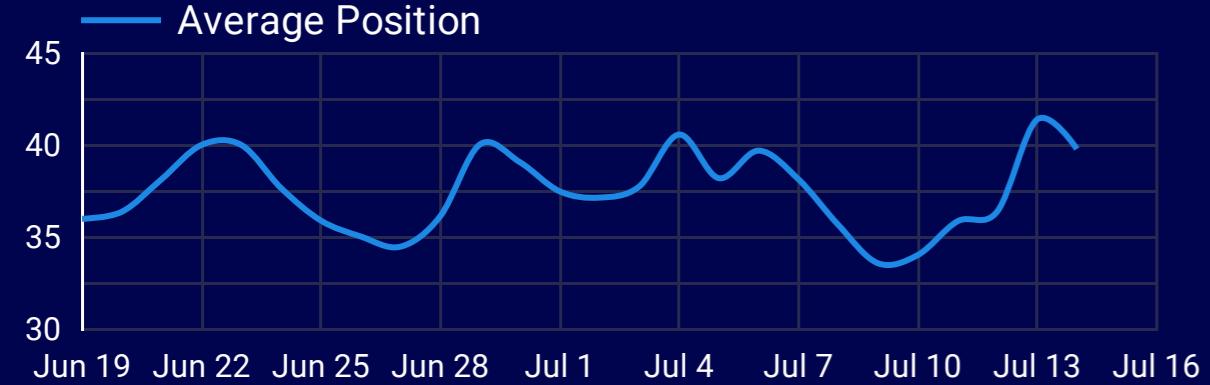
Average Position

**No data**

No data



Average Position



Overall Average Position

**37.37**

↑ 2.1%

Device Category	Clicks	Impressions	Site CTR
MOBILE	5,065	263,531	1.92%
DESKTOP	4,033	398,777	1.01%
TABLET	95	2,191	4.34%

## Paid Keywords Quality Score

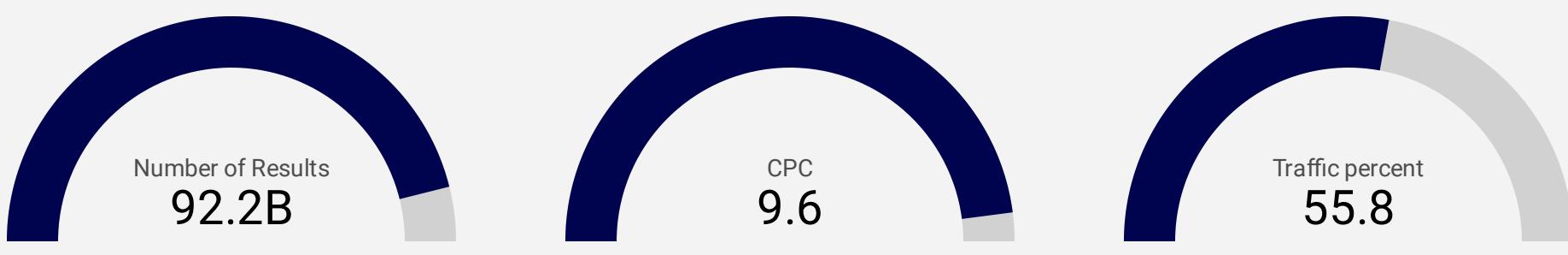
Search keyword	Keyword quality score
1. plumbing business software	10
2. fieldpulse	10
3. plumbing service software	8
4. hvac invoicing app	8
5. fieldplus	8
6. field pulse	8
7. field plus	8
8. electrical quote software	8
9. best plumbing service software	8

1 - 100 / 235 ⏪ ⏭

## Organic Keywords Performance

Query	Average Position
1. optimize property management	305
2. hvac repair	230
3. work order management software	198.5
4. construction estimate software	198
5. custom software development in texas	197.5
6. construction resource scheduling software	197
7. crm softwares	196.5

1 - 100 / 18831 ⏪ ⏭



Avg Traffic Cost  
0.79

Total Keywords  
100

Average Keyword Position  
4.42

Traffic  
5,556

### Keyword Statistics

Keyword	Keyword quality score	Search Volume	Keyword Difficulty	Position	Previous position	Position difference	Traffic	Traffic cost	Number of Results
fieldpulse	10	1,900	51	1	1	0	1,520	27.52	285K
field pulse	8	1,900	50	1	1	0	1,520	30.33	304M
hvac invoicing software	7	210	46	5	5	0	9	0.6	5.8M
hvac scheduling software	7	480	47	9	9	0	11	0.75	16.2M
hvac management software	5	1,600	48	9	9	0	14	1.06	53M
hvac software	5	5,400	50	13	14	1	21	1.75	72.9M
hvac business software	4	1,600	48	7	7	0	48	4.58	62.1M
fieldpulse pricing	null	70	11	1	1	0	56	0.96	83.5K
contractor calculator	null	720	28	4	4	0	46	0.12	979M
construction calculator app	null	1,000	49	5	5	0	44	0.09	363M
plumbing license reciprocit...	null	140	33	1	1	0	34	0	418K

1 - 100 / 100 < >

Url	Keywor d	Search Volume	Keyword Difficulty	Position	Previous position	Position difference	Traffic	Traffic cost	Number of Results
https://www.fieldpulse.c...	13	11,860	633	85	85	0	3,464	64.72	16.5B
https://www.fieldpulse.c...	10	530	132	10	10	0	127	0.36	41.2M
https://www.fieldpulse.c...	10	1,100	162	12	12	0	140	0.06	158.4M
https://www.fieldpulse.c...	9	17,410	482	64	62	-2	212	0.45	24.7B
https://www.fieldpulse.c...	6	9,330	258	44	45	1	112	9.51	268.6M
https://www.fieldpulse.c...	6	2,440	198	19	19	0	152	0.33	2.7B
https://www.fieldpulse.c...	5	4,400	177	36	36	0	65	0.02	23.1B
https://www.fieldpulse.c...	4	2,830	215	5	5	0	645	0.08	23.4B
https://www.fieldpulse.c...	4	3,300	88	28	28	0	69	0	3.8M
https://www.fieldpulse.c...	4	640	169	9	9	0	67	0	1.4M
https://www.fieldpulse.c...	3	1,710	154	16	16	0	38	0.04	137.3M
https://www.fieldpulse.c...	2	480	30	7	7	0	35	0	2.1M
https://www.fieldpulse.c...	2	6,700	68	9	9	0	40	0.2	64.3K
https://www.fieldpulse.c...	2	1,470	60	10	14	4	35	0.11	47.2M

1 - 29 / 29 < >

Select date range

## Amount spent &amp; CPC

Overall Ad Spend  
**No data**  
No data

Google Ad Spend  
**\$104,397.76**  
↑ 218.9%

Looker Studio cannot connect to your data set.  
[See details](#)

Overall CPC  
**No data**  
No data

Google Ad CPC  
**\$13.20**  
↓ -8.0%

Looker Studio cannot connect to your data set.  
[See details](#)

## Clicks &amp; Conversions

Google Ad Clicks  
**7,910**  
↑ 246.5%

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[See details](#)

Google Ad Impressions  
**1,728,844**  
↑ 1,704.6%

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[See details](#)

Google Ad Conversions  
**1,236**  
↑ 6,766.7%

Google Ad Conv. rate  
**0.90%**  
↑ 503.5%

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[See details](#)

Looker Studio cannot connect to your data set.  
[See details](#)

Looker Studio cannot connect to your data set.  
[See details](#)

## Campaign Performance Overview

Google Ad

Facebook Ad

Campaign	Conversion...	Clicks	Conv. rate	Impressions
YouTube   Subscribers   test	1,182	3,301	4.33%	636,587
Brand   Field Pulse   US	16.33	1,572	1.04%	4,313
Non-brand   FSM   US	12.67	445	2.85%	4,134
Non-brand   HI   US	8	424	1.89%	4,275
Competitor   Housecall Pro	8	122	6.56%	2,128
Competitor   ServiceTitan	3	256	1.17%	16,890
Competitor   Jobber - LI	3	63	4.76%	409
YouTube   Subscribers   test ...	1	323	0.03%	53,897
Others	1	856	0.02%	1,170
1 - 100 / 301				



Data Set Configuration Error

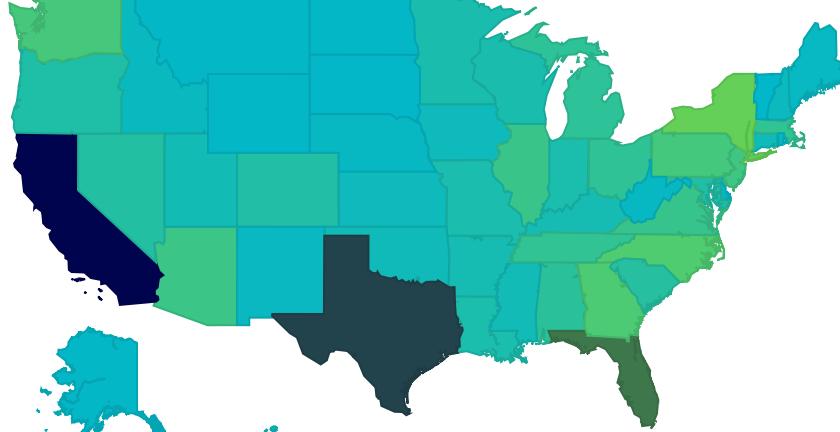
Looker Studio cannot connect to your data set.

[See details](#)

Google Ad - Which region is contributing more clicks

FB Ad - Which region is contributing more clicks

## Demographic Overview



Data Set Configuration Error

Looker Studio cannot connect to your data set.

[See details](#)