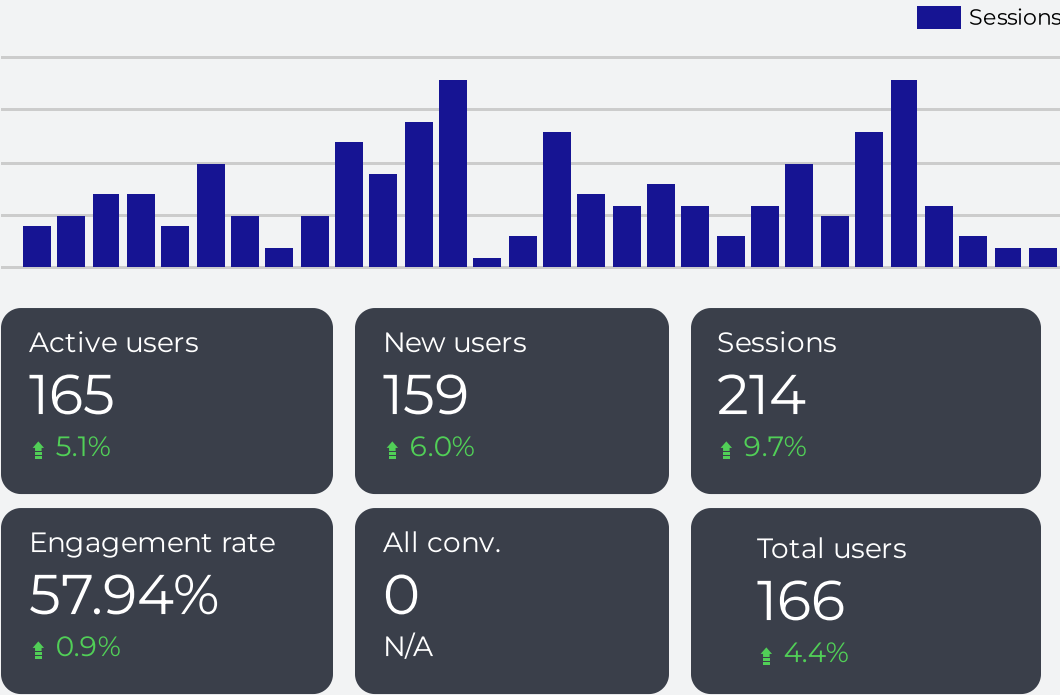


Visits & Engagement



Channels

	Session default chann...	Sessions ▾	% Δ
1.	Direct	113	24.2% ↑
2.	Organic Search	98	6.5% ↑
3.	Referral	2	-60.0% ↓
4.	Organic Social	1	-85.7% ↓

1 - 4 / 4 < >

Google Analytics December 2023

Hi Amy!

A you can see, plenty of green in the month of December. Good traction at the end of the month here with 18% overall new users.

Google saw a 36% increase in traffic month over month which we'll talk about in a minute (on the Google Ads side of things).

Paid search really ramped up the traffic to the site. While we don't love to see an 18% drop in organic, we're confident our articles, videos and other graphic assets will help continue to get free Google traffic your way for a long time.

Top Landing Pages

	Full page URL	Sessions ▾
1.	www.activecaremt.com/	
2.	www.activecaremt.com/about-us/dr-chase-crabtre...	
3.	www.activecaremt.com/meet-the-chiropractor.html	
4.	www.activecaremt.com/about-us/brittney-martin...	
5.	www.activecaremt.com/about-us/meet-the-team/...	
6.	www.activecaremt.com/contact	
7.	www.activecaremt.com/what-to-expect.html	
8.	www.activecaremt.com/headwaters-wellness-cent...	
9.	www.activecaremt.com/physical-therapy	
10.	www.activecaremt.com/payment-options.html	
11.	www.activecaremt.com/online-forms.html	
12.	www.activecaremt.com/schedule-appointment-tes...	
13.	www.activecaremt.com/testimonials/patient-testi...	
14.	my.chiromatrix.com/0019742/	

1 - 22 / 22 < >

Referral Sources

	Session source	Total u...	% Δ
1.	(direct)		15.0% ↑
2.	google		-3.3% ↓
3.	bing		42.9% ↑
4.	duckduckgo		100.0% ↑
5.	thepregnantandpostpartumathl...		-
6.	yahoo		-33.3% ↓
7.	m.facebook.com		0.0%

Visitor Locations

City	Active user...
Denver	15
Ashburn	13
Missoula	9
Florence	8
New York	8
Phoenix	8
Seattle	8



Visits & Engagement

ImpressionsClicks

Impressions

0
N/A

Clicks

0
N/A

CTR

0.00%
N/A

Cost

\$0.00
N/A

Search Impr. share

0%
N/A

Avg. CPC

\$0.00
N/A



Clicks

0
N/A



Clicks

0
N/A

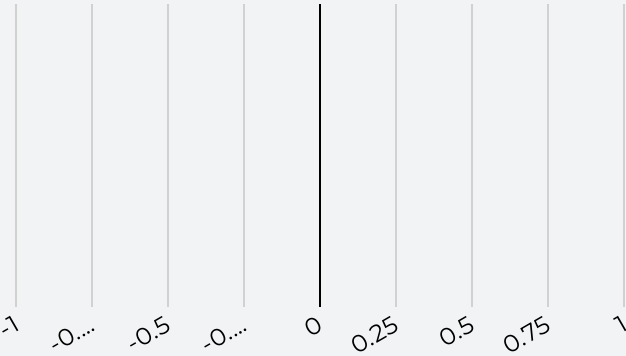


Clicks

0
N/A

Campaigns

ClicksAvg. session duration (seconds)



Campaign

CTR

No data

Avg. CPM (depreca...

Top Ad Groups & Campaigns

Ad groupCampaignClicksCostImpressionsCTRYouTube Earn...YouTube Earn...

No data

Top Search Terms

Search TermClicksAvg. CPC

No data

Google Ad Notes November

Big increases in performance here. Notice the increase in cost for December from November. Increase of 30% in cost, increase of 148% in clicks.

Specifically our change to some of the keywords to go a bit more broad. We were hypertargeting the Bitterroot valley with very specific keywords. But our strategy was a little off.

If you're looking to advertise in the future: we'll want to make sure to stay broad because the targeting population is really small.

These ad are of course paused, but keep this report as a reference if you ever decide to reactivate!

Google Search Console Analysis: Compared to Previous Year



Sep 1, 2024 - Sep 30, 2024

▼

Google Property

▼

Device Category

▼

Branded

Impressions

483

↑ 21.4%

Url Clicks

5

↑ 400.0%

Average Position

36.95

↓ -8.3%

Non-Branded

Impressions

2,076

↑ 3.8%

Url Clicks

18

↓ -5.3%

Average Position

38.52

↓ -1.9%

December:

Organic traffic has decreased month over month. As mentioned in previous months: best to treat this page of the report as directional.

We'll point to the "non branded" as something to pay attention to in the future. Keeping content fresh on the website and possibly creating specific landing pages for chiro and a landing page specific for PT to segment traffic.

Query	Clicks ▼	% Δ	Average Position	% Δ
active care	5	400.0...	22.33	-51.7% ↓
active care center	0	-	20	64.2% ↑
active care chiro	0	-	15.5	-62.7% ↓
active care chirop...	0	-	61.66	37.1% ↑
active care chirop...	0	-	39.67	183.3% ↑
active care chirop...	0	-	56.96	56.8% ↑
active care chirop...	0	-	53	211.8% ↑
active care chirop...	0	-	55.5	177.5% ↑
active care chirop...	0	-	24.5	-
active care family ...	0	-100.0...	29.5	1,240.9...

Query	Clicks ▼	% Δ	Average Position	% Δ	Impressions	% Δ
history of physiothera...	10	900....	5.64	-36....	85	60....
chiropractor stevensvil...	4	-	2.56	10.4...	59	34.1...
crabtree chiropractor	1	-	7	-30....	4	33.3...
dr amy chiropractor	1	-	43.5	38.8...	2	-33....
physical therapy steve...	1	0.0...	2.44	-57.9...	16	-33....
stevensville chiropract...	1	-	3.13	-31.6...	16	128....
212 wellness	0	-	92	-	1	-
father of physiotherapy	0	-	58	-	10	-
activ care	0	-	91	18.2...	4	33.3...

